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PRINTERS' INK

Registered U. S. Patent
A JOURNAL FOR ADVERTISERS
1 Madison Avenue, New York City

VOL. CXXXIV, No. 10 NEW YORK, MAY 11, 1926

10c A COPY

*The man
who "couldn't
smoke a pipe"
is now
a P. A. fan!*



B. A. I. S. 1910 with
N. W. Ayer & Son

SINCE 1910, the Prince Albert advertising has handed men a line of talk about the joy of a jimmy-pipe packed with P. A. Enthusiastic, sincere copy that banged the pipe-problem right on the nose.

Men have listened. Believed. Bought a tidy red tin of Prince Albert and made fire with a match. The first fragrant pipeful knocked their pipe-grouches for an indoor loop. The tobacco made good as the copy promised. They've stuck!

Prince Albert established a new school of advertising copy—breezy, human, man-to-man stuff that talks to pipe-smokers and hope-to-be pipe-smokers in language they understand. The vernacular has kept pace with the times, but the original "Prince Albert style" of copy has never been changed.

"No other tobacco is like Prince Albert." And no other copy is like Prince Albert copy!

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





The Meaning of Editorial Leadership

THE national leadership of the STANDARD FARM PAPER UNIT rests upon the service that comes from

1. Fifteen publications
2. 18 editorial offices
3. 166 men and women editors
4. 2,000,000 circulation

Our 166 editors spend a great deal of time in the field answering questions of farmers, advising them individually, and addressing them at their group meetings.

No long range "desk editorship." Our editors and our readers live within meeting distance—and meet.

Hence, we are able to put into our columns, the first hand information for the practical use of the farmers

Wallace's Farmer
Hoard's Dairyman
The Nebraska Farmer
The Pacific Rural Press
Ohio Farmer
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
Kansas Farmer
The Farmer, St. Paul
The Breeder's Gazette
The Progressive Farmer
The Prairie Farmer
The Wisconsin Agriculturist
The American Agriculturist

in the thirty leading states, producing 88.7% of the 1925 agricultural income.

Hence, the hundreds of thousands of requests from farmers for information and service received; hence intelligent answers—specific to each individual inquiry.

The **STANDARD FARM PAPER UNIT**

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Courtney D. Freeman, Western Mgr.
307 North Michigan Ave.

New York

Willard R. Downing, Eastern Mgr.
250 Park Ave.

San Francisco, Kohl Bldg.

*Your Sales Problem is National—That of Your Dealer
is Local—The Standard Farm Paper Unit Meets Both*

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879

VOL. CXXXIV

NEW YORK, MARCH 11, 1926

No. 10

The Gentle Art of Audience Buying

Do Advertising Space Buyers Go at Their Job as Thoroughly as Other Purchasing Agents?

By O. C. Harn

President, Audit Bureau of Circulations, Chairman of the Sales Committee and Advertising Manager, National Lead Co.

ONE of the penalties we are paying for the development of an advertising technique, perhaps I should say, the development of a sense of professionalism, in advertising, is the loss of naturalness and simplicity. In saying this I have not so much in mind advertising copy, although that is being carried along with the stream, too, but rather the whole job, planning, copy, choice of mediums and all.

Ruskin condensed into a sentence whole treatises on the principles of good taste in architectural art when he said: "It is permissible to ornament construction but never to construct ornament." It seems to me that we need some simple formula like that in our conception of advertising: Something to tie to, something we can come back to after having been dragged hither and thither by theorists who inflate every little detail of advertising practice until the sky is so filled with argumentative balloons that we can hardly be blamed for losing sight of the path and forgetting how straight and direct and cleanly defined it is after all.

However, I did not start out to generalize on advertising practice as a whole (although I believe it would be profitable to pursue the subject somewhat) but to unburden myself of some thoughts upon

the lack of 'plain business sense exercised in one important phase, namely, getting the message to the right people. We have courses in colleges, Y.-M. C. A.'s and advertising clubs on copy, to say nothing of many books and magazine articles. We have courses on advertising illustration and layout. The young idea is even taught the value of business surveys and how to make them. But will you tell me where there is any systematic course on getting the advertising message to the right people?

Surely a rather important link in the chain!

This part of the job always seems to be taken for granted, like measles. We take pains to build a good advertisement, and the ability to do that is well developed. Then we shoot it into the air with all the precision of a blind man with a blunderbuss.

The advertiser who uses periodical publications, in which term I include dailies, weeklies and monthlies of all kinds, has his work cut out for him if he takes seriously the task of reaching a known number of the right people at the least cost. If he doesn't take this part of the job of advertising seriously he is not a good business man.

One page, one time, in some of our more widely circulated weeklies costs us several thousand dol-

lars. A minimum page campaign costs a small fortune. Under the circumstances it would seem that a little care to see that we are shooting at the right people would be justified. I believe we would be careful in more cases if we were spending our own money. It is so easy to keep our composure when betting with other people's dollars.

Not having direct access to the people whose names are on the subscription lists of periodicals, the advertiser must resort to indirect and inductive methods in order to arrive at the information he may want about the periodical's readers. The first thing is to get an accurate count. In many cases in the past this was no easy matter. Today that problem is solved. But this is only a beginning. There is much that an advertiser should know besides the number of people who have paid to have the publication delivered to them.

The price paid, when taken with other information, may throw valuable light. First, it may indicate the degree of interest which the subscriber has in the subject matter of the publication. Second, it may indicate the value the subscriber places upon that particular publication in comparison with others in its field. Third, it may help to interpret the significance of the small or large size of the circulation, as the case may be.

How the reader was induced to buy or subscribe for the publication is one of the most important points for the advertiser to investigate. If anyone thinks this is not important just let him reflect that any publication can add virtually any quantity of fully paid circulation it may desire at any time. There are ways; and they are used.

The situation is therefore not only important but most intriguing. The inquiry properly pursued is full of strange and startling adventure. The ingenuity of the circulation getter for a modern publication is surpassed by no one, not even by an insurance salesman or an actress' publicity man.

The schemes are not all bad. Far from it. If they were the in-

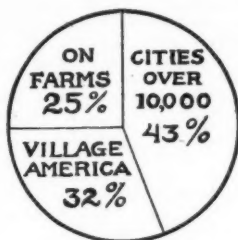
vestigator's task would be easy. Some are clever and at the same time not at all detrimental to the genuineness of the circulation; that is to say, the subscribers obtained by a scheme may be logical and interested readers of the publication. But other schemes may be decidedly bad, because they result merely in obtaining names which can be technically passed as "paid subscribers."

Take premiums as a type of subscription getters. No one can say that all premium circulation is bad, but certainly some of it is. How many advertisers know the many kinds of premiums used as circulation getters; their character in relation to the legitimate motive which ought to impel a person to subscribe for the publication; the value of the premium relative to the cost of the publication; the relative emphasis placed by the salesman on the premium and the publication, etc.?

Yet, a space buyer—or, as I much prefer to call him, the *audience buyer*—should be expert in all these things. No purchasing agent for a well-run manufacturing company is worthy of his name who is not a student of the materials he regularly buys, be it leather or coal or lumber or sugar.

Interview circulation buyers, either in our agencies or in our advertisers' offices; ask them how much they know about what is going on among the circulation-getting craft. Find out how much they know about "sheet writing," about bonus schemes, about insurance plans. Ask them if they know the difference between a clubbing plan and a club-raiser plan. I'll venture to say you would find a very small percentage who know what these and dozens of other schemes are, much less what particular phases of these plans any given publication uses.

The facts about all these things are set forth in the reports and audits available to most of the agencies and to many advertisers, for membership in the Audit Bureau of Circulations is now quite general; but how many of our "audience buyers" really read those



DISTRIBUTION OF POPULATION

VILLAGE AMERICA

has 32% of the population, whereas the stores there cater to more than half the people in the United States.

Has this tremendous market the place it deserves in your advertising plan?

The influence of Christian Herald in Village America can only be judged by the small town prestige enjoyed by those advertisers who use it year after year.

Christian Herald

Bible House, N. Y.

GRAHAM PATTERSON, Publisher

Paul Maynard, Advertising Manager

reports with the understanding with which a financier reads the financial statement of a concern which he is thinking of purchasing? Yet they should. Men whose business it is to buy, learn to use statistical data and appraise their significance. Those who deal in mines know geology or learn to read mining engineers' reports.

Purchasing agents who deal in raw materials for their factories study those commodities, how they are made and how they are used and they learn to select the proper grades by the reports made upon them. Have you ever heard of the advertising purchasing agent—the audience buyer—reading up on the technicalities of manufacture of circulation?

The audited reports supplied to the modern "space buyer" are as full of meat as the financial statements of a corporation or the analyses of ores or the gradings of raw materials, but the average advertising purchasing agent does not know how to read and understand them.

Perhaps that is the reason so many of them are satisfied with the first page of an audit report and the single line, "Net paid circulation, so much," or with the condensed "net paid circulation" figures, unanalyzed, inserted in a directory.

To fully know an advertising medium search must be made in more than one place. The physical appearance can be had only by examining the publication itself. Its rates and information about restrictions, cuts, etc., must be looked into and the facts about its circulation (not mere quantity but all the vital facts which give the only grounds for real valuation) must be looked for in *all* the pages of the audit reports.

And is it such a calamity that a little search must be made for this essential information? If the sales resistance of which the average salesman so often complains did not exist there would be no job for the good salesman. If the answer to all these purchasing problems were all laid out on a magical chart so we could find it

all in a certain square where two lines meet, office boys could take the place of circulation buyers.

But that is what many of the latter want, it seems. I have frequently heard suggestions made that the information contained in four or more pages of an A. B. C. report and the physical and rate data in directories or rate cards should *all* be gotten into *one convenient table!*

They are not willing to consult two or three sources to get full information vital to their jobs!

Isn't that a picture to lay before the man who is furnishing the dollars?

It should go without saying, of course, that the advertiser should not stop with the mere knowledge that a publication is a member of the Audit Bureau of Circulations. Yet that seems to satisfy some buyers of space.

One might just as well say: "I'll invest in such-and-such company because I see it furnishes an audit of its finances made by Jones & Smith, certified public accountants," without taking the trouble to read what Jones & Smith have to say about it. Laws against dishonest labeling of manufactured products—food, paints, etc.—are good but do not absolve buyers from the necessity of exercising judgment.

The Government cannot, by labeling laws, select the best products for us nor can the A. B. C. select the best mediums for our individual advertising purposes. It gives the facts by means of which selection can be made.

The Association of National Advertisers has started a "clinic" on circulation-getting methods, by studying the underlying information now available in A. B. C. reports and what the significance of that information is. That is good.

The American Association of Advertising Agencies, I understand, is also doing something to stimulate an interest in the subject and is making surveys. With these movements as a starter it is to be hoped that some real study courses will soon be available on "audience buying" and that buyers will profit by them.



Here's a chum of Skeeter Bennet

Randolph Harrison Winslow, no less. To Skeeter and his friends, he's Randie. Make friends with him and you can call him that.

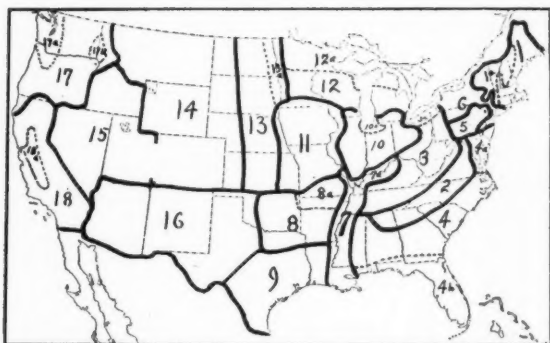
Randie is Skeeter's age, 15½ years old . . . about Skeeter's height, 5 feet 4 inches off the ground . . . in Skeeter's class at high school. Like Skeeter, because he's Skeeter's chum, he's the average of 500,000 alert, eat-'em-alive readers of **THE AMERICAN BOY**.

What's Randie's favorite sport? He plays no favorites, for everything from football in the autumn to baseball in the spring is on his list. His forward at hockey is pretty snaky and fast. His tennis puts him in the first five of the school rank list. When he plays golf, even the caddies compliment his game.

What else does he do? Oh, lots of things. He shaves. He uses tooth paste and soap and towels. He wears man-sized clothes and he's darned particular that they're in style. His hats, from straws to caps, are the last word. He owns a radio set and some decided opinions on motor-cars.

Make friends with Randie. Sell to 500,000 near-men just like him, through the advertising columns of **THE AMERICAN BOY**. Copy received by April 10th appears in June.

The **American Boy**
Detroit Michigan



FARMING is of so varied a character in different parts of the United States that no one region can be taken as typical of the whole. This map shows eighteen major areas—each one presenting a different sales problem.

What do our rural neighbors buy?

WHAT are the sales possibilities of the rural market—that huge group of people comprising 48% of our total population? What products do farmers buy? Where and how do they buy them?

Seldom can the manufacturer send

his salesmen into towns under 2500. Accurate facts about the buying habits of our rural neighbors are few.

In eleven representative counties selected from widely different sections of the country the J. Walter Thompson Company is conducting an intensive study of rural markets and buying habits. In each of these counties our investigators are calling on every store and hundreds of rural homes asking what products they use—where and how they buy them.

From this cross section of rural life accurate knowledge has been obtained of great value in advertising and selling to this enormous market. The report of the first two counties investigated has been published in booklet form. We shall be glad to send you a copy on request. J. Walter Thompson Co., 244 Madison Ave., New York, N. Y.



J. WALTER THOMPSON COMPANY
Advertising

NEW YORK	CHICAGO	BOSTON
CINCINNATI	SAN FRANCISCO	LONDON

Dodge Brothers Place Two Dealers on Board of Directors

This Move Is a Mark of Recognition of the Aid Dealers Are in a Position to Give

By Robert C. Graham

Vice-President and General Sales Manager, Dodge Brothers, Inc.

IN inviting two dealers to represent the dealer organization directly on the board of directors, Dodge Brothers, Inc., has introduced an innovation in corporate management that marks a forward step in the modern tendency to recognize the value of the dealer's aid in formulating merchandising and other basic plans and policies.

So far as I know, Dodge Brothers, Inc., is the first large American corporation to invite the active participation of its dealers in the management.

The idea came into being last January, when 3,000 of our dealers were assembled in Detroit for their annual sales convention. Clarence Dillon, of Dillon, Read & Company, the banking house which purchased Dodge Brothers a little less than a year ago, spent a day at the convention. He was tremendously impressed by the contacts he made that day with the men who distribute our automobiles and Graham Brothers' trucks in all parts of the world.

Their enthusiasm, their insight into the problems of the business of selling transportation, and their intimate appreciation of the public's point of view as to our products, caused Mr. Dillon to express the conviction that the management of the company would greatly benefit by having two dealers on the board of directors. To round out the plan completely, he suggested that the dealer-directors be so rotated in office that, from year to year, dealers in every part of the country would have this direct representation.

It would be an excellent thing for every executive organization of every big company in the United States if they might have heard the cheers of our 3,000 dealers when this plan was pre-

sented to them at the convention. Those cheers were promptly translated into the kind of figures that all sales managers can understand, for the dealers went back to their homes from the convention and have since been smashing every previous sales record in the history of the company. Sales for January and February of this year beat the corresponding period of last year, by about 43 per cent and I believe that part of this increase is due to the feeling of confidence in the management on the part of the dealers engendered by this very definite recognition of their importance.

Announcement was made on March 17 by E. G. Wilmer, chairman of the board, that the first two of the rotating dealer-directors will be C. M. Bishop, of Brooklyn, N. Y., and F. S. Albertson, of Los Angeles, Calif. Both men have accepted and they will be formally elected to directorships at the next meeting of the board, which will be held within a short time.

BOTH ARE "ORIGINAL" DEALERS

Both Mr. Bishop, who represents the East, and Mr. Albertson, who represents the West, are "original" dealers of ours, having been selling our cars ever since John and Horace Dodge founded the business. Both are college men. Both have worked their way up the ladder over all the rungs of retail automobile salesmanship until they finally became active heads of important dealerships, Mr. Bishop being general manager of Bishop, McCormick & Bishop, of Brooklyn, N. Y., and Mr. Albertson being president of the Albertson Motor Company, of Los Angeles.

From my own personal experi-

The Des Moines Sunday Register

—only Sunday newspaper published in Des Moines and central Iowa.

148,861

Net paid daily average for January

This exceeds the combined circulation of the eight other Iowa Sunday newspapers.

ence as a director in the company, as well as from my observation as general sales manager, I can well appreciate the benefits to be derived from having two men from the firing line on the directorate.

No matter what a company makes and sells, the dealer body is its direct link with the public. The dealer knows, from his daily contacts, not only what the public wants and needs, but what the public is likely to want and need. He is in a position to get the facts. By giving the dealer organization direct representation on the board, the management of any large corporation avails itself of first-hand knowledge in determining far more than merchandising plans; for your high-calibre retail merchandiser is qualified to discuss the product as well as how to sell it. He may not know how to make a product, but he does know how it ought to be made in order to sell.

DEALERS APPROVE

Our dealers are greatly pleased at receiving direct representation on the board of directors. The dealer, the man who markets our product, rightfully feels that he is as much a member of the organization as the factory official. It follows that recognition of this fact meets with the dealer's approval. The attitude of the entire dealer body is that in Mr. Bishop and Mr. Albertson the directors have chosen wisely inasmuch as both of these men are widely known among Dodge Brothers dealers as executives who are thoroughly familiar with the retail business.

In this day of strong competition in all lines of trade, the marketing of a product presents many complicated and difficult problems. In the ranks of the dealers can be found many a man who is well qualified to take his place on the directorate of any given company because he brings the clear ideas and broad vision gained from close contacts with the man we all are working for—the ultimate consumer.

W. L. Weeden to Direct W. & J. Sloane Sales Service

Walter L. Weeden, whose appointment as advertising manager of the W. & J. Sloane Manufacturing Company, Trenton, N. J., was recently reported, has, in addition, been made manager of sales service of W. & J. Sloane, New York, for the Mohawk Carpet Mills, Inc., and C. H. Masland & Sons, Inc., rugs and carpets, for which W. & J. Sloane are sole selling agents. Mr. Weeden's headquarters will be at the New York office of W. & J. Sloane.

W. B. Okie Becomes Resident Partner of Ayer

William B. Okie, an account executive of N. W. Ayer & Son for the last six years, has been made a resident partner with headquarters at the New York office of that agency. Prior to his association with N. W. Ayer & Son, Mr. Okie had been sales manager of the manufacturers' division of the American Sugar Refining Company for three years. He had also been sales manager of the Welch Grape Juice Company for nine years.

Goodrich Advances L. A. McQueen

L. A. McQueen, advertising manager of The B. F. Goodrich Rubber Company, Akron, Ohio, has been appointed assistant general sales manager, in charge of tire division sales. He will continue to have general supervision of all advertising.

C. H. Burlingame, Sales Manager, Good Luck Products

C. H. Burlingame, recently general manager of The Foulds Company, Libertyville, Ill., manufacturer of Foulds' macaroni products, has joined the John F. Jelke Company, Chicago, maker of Good Luck Margarine, etc., as sales manager.

Paper and Bag Account for George L. Dyer Agency

The Continental Paper & Bag Mills Corporation, New York, has appointed the George L. Dyer Company, advertising agency, also of New York, to direct its advertising account.

Pathex Account for Frank Presbrey Agency

Pathex, Inc., New York, maker of the Pathex motion picture camera and projector, has placed its advertising account with the Frank Presbrey Company, New York advertising agency.

William B. Ettel has joined the advertising staff of the St. Paul, Minn. *Pioneer Press and Dispatch*.

More Than One Half Million Wisconsin Readers Every Day

Exclusively---

OF THE nine national advertisers of haberdashery in Milwaukee newspapers during 1925, *eight* used The Milwaukee Journal *exclusively*:

Hewes & Potter

A. Stein & Company

The B.V.D. Company

Sealpax Company, Inc.

Phillips-Jones Corporation

George P. Ide & Company

Glastonbury Knitting Company

Associated Knit Underwear Manufacturers

The other advertiser, Cluett, Peabody & Company, Inc., concentrated the greatest part of its appropriation here in The Journal.

The Milwaukee Journal alone, at one low rate, thoroughly covers and sells the rich and stable Milwaukee-Wisconsin market for advertisers in *all* lines.

The Milwaukee Journal

FIRST—by Merit

Read by More Than Four Out of Five Milwaukee Families



"The Home is the Thing"

TYPICAL illustrative material from the advertising of the John M. Smyth Company in the Photogravure Section of The Chicago Daily News. The first page appeared on Saturday, August 15, 1925, and although their contract calls for a minimum of two pages per month for one year, a full page has appeared every Saturday with three exceptions.

THE CHICAGO DA
First in Chi



(NOTE: The Smyth photogravure advertising totaled 47,040 agate lines in the first six months of the contract, or nearly the entire amount originally contemplated for the full year.)

"We have had requests for the merchandise three weeks after its appearance in the Photogravure Section—not one but many," says the Smyth company.

GO DAILY NEWS
in Chicago

Increase Food Sales in OKLAHOMA ~

ANNUAL Cooking School

April 12th to 16th

CONDUCTED BY THE
OKLAHOMAN AND TIMES ~



THIS school furnishes manufacturers an excellent leverage in the rich Oklahoma City market without the usual food show expense—no booths to buy for demonstration, no entrance fee, no samples required, no demonstrators to be employed.

Mrs. Ida Chitwood, nationally famous household economist, displays, explains and suggests the use of participating products at each class.

The participation of manufacturers of foods and allied products is invited. Participation limited to one manufacturer in each line, whose product must be personally approved by Mrs. Chitwood.

*For full particulars of this
brand new merchandising
plan, write McHenry Tichenor*

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Represented by E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Detroit Atlanta San Francisco

Sell Merchandise First— Advertising Second

The Retailer Is More Interested in the Product—and for Good Reasons

By David Lampe

Advertising Manager, The Hub, Baltimore

A NUMBER of articles have appeared in *PRINTERS' INK* about the relations of manufacturers of nationally advertised lines with their retailers. I was quoted in one of them as being in favor of the retail policy of featuring nationally advertised merchandise. A short time after the appearance of this article, a friend of mine who is a manufacturer asked me why he couldn't make more headway in establishing agencies.

He complained: "I tell all my salesmen to begin solicitations by showing what we are planning and doing in the way of advertising. I have had my advertising department equip each of my salesmen with an expensive portfolio of advance proofs of our national advertisements, copies of window and store cards, envelope inserts, proofs of cuts for retailers' newspaper advertisements, and other things. I have told the salesmen to lay a lot of stress on this advertising when talking to new prospects.

"I know what a great advertiser the retailer is, and I thought he would be enthusiastic about how much advertising we are doing in our field, and how clever our advertising is. In some cases, I have had my salesmen put their whole selling strength into their presentation of my advertising."

That's what the trouble is.

There are too many manufacturers selling advertising first and merchandise second. The retailer is afraid. It is because the department stores and other modern retailers know what advertising will do, that they can't help but be worried when a manufacturer tells how clever his advertising man is, to the exclusion of how clever his production manager is. The re-

tailer is the gentleman who has to hold the bag.

The retailer has seen too many national advertisers fall down on their advertising campaigns.

He has also seen too many national advertisers who have off seasons in the style or quality of their merchandise.

The intelligent retailer wants to be sold the merchandise first. Even when he knows that a manufacturer's name is a good drawing card, he restrains his enthusiasm when he is offered the line, until he is satisfied as to the merchandise itself. The better known the manufacturer, the more favorably impressed is the retailer when the manufacturer talks about his merchandise first and his advertising afterward.

DON'T HIGH-HAT THE DEALER

The retailer cannot be high-hatted into tying up with any manufacturer. He feels that an attempt at high-hatting is being made when a clothing salesman calls on him with a portfolio of advertisements. And he feels that, right now, the evil is growing.

I admire the technique of the national advertiser, who, when he first calls on a retail prospect, avoids discussion of his national advertising. The retailer, familiar with the usual hawking of a name, is disconcerted into a feeling of respect when he finds that national advertising is not to be the subject of the solicitation but that merchandise is.

Then, when the retailer has been thoroughly subdued in the matter of merchandise desirability, think of the strength of position in which the national advertiser finds himself when he may say:

"And besides the superiority of our article, there is already a fol-

lowing for it in your city, which is being controlled by this kind of advertising."

Then comes the exhibition of newspaper advertisements, periodical advertisements, car cards, posters, mailing pieces, window displays, store cards, packages and package enclosures with which the line is to be pushed.

You ought to have a picture of a "really-happened" transaction of that kind. But instead of telling you of an incident in which the national advertiser made the call, I am going to give you an opportunity to see the real strength of selling merchandise before selling advertising, by telling you how an intelligent national advertiser handled an inquiry that came from a retailer. Naturally, all names are changed in my telling.

Link's is (not really) Baltimore's foremost jeweler. Torneau is America's most widely-advertised line of silverware.

A few years ago, Link's decided it would be a good thing to "tie up" with Torneau. So Thomas Link, himself, wrote a letter to Torneau that read something like this:

Gentlemen:

If you are interested in tying up with a live outfit, we are ready to listen to your proposition. How much money will you spend in the Baltimore newspapers the first year if we take on your line? We are interested only in exclusive rights for Baltimore.

Yours truly, etc.

Link thought: "That will make them feel good. It isn't often that a line is sought after. They'll jump at the idea. I'll bet old Torneau himself will be down on the first train from New York, with his advertising manager."

Link was justified in thinking so. He had been dealing with average national advertisers. They hadn't waited for inquiries as a rule. Hadn't the Lexington Sterling crowd come down in a body one time on the mere rumor that Link's was open for a silverware line that was nationally advertised?

Link mailed his letter Saturday. He looked for a reply by Tuesday—a reply or a visit. Thursday, he received the following letter:

Dear Sir:

It is quite a compliment to have your inquiry as to the availability of our merchandise for your store. While we have always heard in the trade that yours is a prosperous business, we feel it advisable that you make sure that ours is just the silverware for your type of store. You must realize that when you commit yourself before your public as the store that sells a well-known silverware, it would be embarrassing to have to change this policy. We deem it advisable that on your next visit to New York, you pay us a visit, go into our product studiously, and have a talk with us. Afterwards, if you are still interested, we shall be glad to visit your city and offer such of our opinion as you may care to have, as to the adaptability of our silverware to your business, as it now stands.

Yours truly, etc.

Link's neck turned a very dark red as he read the letter. He warned his secretary: "Do not answer this." A week later he received another letter from Torneau.

Since we realize that no merchant makes an inquiry without serious consideration, we feel we may give ourselves the pleasure of expecting your visit. We want to make sure that Mr. Torneau himself will be in town. Could you tell us about when we may expect you?

A week later, a Mr. Bulton, of Torneau, called on Mr. Link. Link received Bulton so he could send a certain message to Mr. Torneau. Bulton quietly heard the message. Then he said:

"Mr. Link, if my firm did not consider your inquiry to be of greater than usual importance, I should not be here. And if your inquiry was made as seriously as we believe it was, we feel that you will want to study carefully the value of our merchandise, and its fitness for your market before you commit yourself. On our part, we would want to assure ourselves that an affiliation with you would give promise of being permanent and creditable to us before we commit ourselves.

"There are some things about our silverware that I can tell you—but even after listening to me, our firm would like you to be its guest on a visit to New York to enable you to make a closer study of our product and our methods."

And so on.

As Bulton talked, Link began

to wonder at the strength of a company that could be so leisurely in the consideration of the sort of retail connection that he had to offer. He called in a few of his "boys." He tried to discuss advertising, but it seemed that Mr. Bulton knew a great deal about silverware and nothing about advertising.

Thomas Link took a trip to New York. Old Torneau took a trip to Baltimore. In a few months, the store front of Link's was rebuilt into one of greater dignity and modernity. A store manager appeared on the first floor. And then, in a few months more, Link's Torneau silverware advertising appeared in the Baltimore newspapers. Advertising, by the way, had been the last thing that Torneau had been willing to discuss. But when the advertising started, it was so intelligently planned, written and placed, that Link did not dare interfere with it.

Link's seemed rejuvenated. Baltimoreans saw and read Torneau silverware advertising, and developed a new respect for Link's. In visiting the store, they found the salespeople prepared to add romantic color to the intrinsic value of Torneau silverware—and for that matter, of whatever else Link's sold.

Thomas Link, himself, was somewhat overawed at the whole proceeding. He had considered Torneau silverware a mere "advertising feature." Instead, he found it to be a ware of fineness of quality, distinction of design and of extraordinary range of pieces. When he saw what sort of people the Torneau advertising was bringing into his store, he was grateful for the suggestions Torneau had given him in the remodeling of his building and the reorganization of his business. He was proud of his impressive manager.

Link found that Torneau was not merely spending money in the Baltimore newspapers. He found that Torneau had started a Baltimore departmental in its own advertising department. He found Torneau developing a Baltimore mailing list. He found that Tor-

neau had its advertising copy planned sectionally, and that the Torneau advertisements appearing in Baltimore were not the same as those appearing in Dallas.

Link's engaged a young advertising manager of its own, and was glad to avail itself of an invitation to have him spend a week in New York working in the Torneau advertising organization.

Much of the advertising matter prepared by Torneau for retail jewelers was planned to allow for changes of a localizing nature. Because of the bond of friendship established between the two advertising organizations, these changes were made with great intelligence in each case, and there came a time when the Torneau advertising organization was asking for and accepting suggestions from Link's advertising manager.

Link's had started with a plan to add a nationally advertised line. Instead, Link's became so influenced by, and enthusiastic over, Torneau silverware, that its business increased tremendously. And out of a languid interest in a line just because it was nationally advertised, grew an ambition to start a chain of stores. This ambition was encouraged by Torneau, and plans are now under way.

One more story, and I'm going to sit down.

Haley's drug stores, enjoying the largest drug and toilet goods business in Baltimore, had for twenty years the exclusive agency for Dike's Remedies. Dike's Remedies as you know (of course you don't), are the *ne plus ultra* of the drug trade. When a Baltimore man stubs a toe, he shrieks for Dike's Alleviator. When a Baltimore child cuts a tooth, it yells its head off for Dike's Soother. Haley's Drug Stores are constantly featuring window displays of Dike's Remedies. They advertise: "Haley's—the Drug-gists that brought Dike's Remedies to Town."

Recently, Dike's advertising manager walked into the headquarters store of the Haley Drug Stores, and sought out the Haley advertising manager.

"We object," was his mission,

"to the manner in which you advertise our remedies. It is true that on our posters and car cards, we merely mention our name. But when we get down to newspapers, we tell details. That's what we want you to do. Even when you advertise Dike's Remedies at cut prices (the Haley man blushed), we want you to say something about them. We keep you supplied with information.

"Why don't you say something about our research laboratories, headed by the internationally famous Dr. Arrowsmith? Why don't you say that doctors prescribe Dike's Remedies? The trouble is that all you think you have to do is mention our name. You don't stop to think that the best way to cash in on our advertising is to repeat what it says. Of course, it all comes about because you have handled our line so long that you take our reputation for granted. That's a fine compliment to us, but the public takes no reputation for granted. Crone's Remedies are fighting hard in their national advertising. We have got to work to maintain our leadership, and you as our retailers have to work with us. So long, I'm taking the next train back to New York."

Some months later, at a conference of executives, Haley's advertising man said: "I am opposed to taking on this new tooth paste merely because it's going to be nationally advertised. What is there to be said about it? Why don't we try to get Dike's to produce a tooth paste? Then we'll have something to talk about in our advertising."

The proprietary medicine buyer said: "Come to think about it—Dike's is picking up in sales now, too!"

The stories I have told show the national advertiser to be more aggressive than the retailer in perfecting affiliations between the national advertiser and the local advertiser. As a matter of sad fact, these instances are exceptional—the reverse condition usually exists. But I tell these stories because, as a retail man who sees a lot of the national advertiser, I

would like him to know that while national advertising is a great factor in getting what he calls "distribution," we cannot sell mere national advertising to our customers.

Campaign Planned for Washington Apples

Washington apple growers will advertise "bigger and better apples," and as a preliminary step they are going to see that "bigger and better apples" are marketed by every grower. This was the outcome of a statewide conference of the fruit industry, held recently at Seattle.

The conference resulted in adoption of the following plan: First—The standardization of Washington apples, with grades on a higher basis than at present; second, advertising to follow standardization, and to be financed by the fruit industry itself.

The consensus of thought in the conference was that the marketing of inferior apples during the last two years had been the greatest handicap in the extension of markets, and that the major problem of the industry is to provide uniform, high grade standards, and develop new markets for off-grades and culls in the form of by-products. It was generally agreed that the marketing of "fourth grade" apples in boxes by some growers had somewhat reduced the effects of previous advertising campaigns in some markets. Asabel Curtis, chairman of the State development committee of the Seattle Chamber of Commerce, who presided at the meeting, summarized this aspect very pointedly when he said: "There is no use of advertising Washington apples unless we can back up the advertising with a quality product of uniform grades."

Two committees will be appointed on recommendations of the various fruit districts; one to consider the plan of standardization and the other to formulate means of raising a fund for advertising to follow.

H. B. Goldsmith with United Advertising Agency.

Harry B. Goldsmith, recently Eastern advertising manager of the Scholl Manufacturing Company, has joined the United Advertising Agency, Inc., New York, where he is in charge of the merchandising department. He formerly was assistant sales manager in the Eastern division of Valentine & Company, New York.

Fashion Institute Account for Kirkland-Engell

The Fashion Institute, Chicago, a correspondence school for dressmaking, has placed its advertising account with the Kirkland-Engell Company, advertising agency of that city. Magazines will be used.

Selling insurance and bonds in PHILADELPHIA

According to the Board of Trade of Philadelphia, the people of America's third largest city last year broke all records in the volume of insurance purchased.

Reliable stocks and bonds are finding ready sale.

Bank deposits, particularly of the savings variety, are constantly rising.

Philadelphia real estate is more active than it ever was.

Financial and insurance companies that advertise their offerings and advantages to Philadelphians, find a ready response.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Net paid daily average for 1925:

524,662 copies
a day

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)

Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard

Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard

San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

(Copyright 1925—Bulletin Company)

Bloomingdale's

59TH TO 60TH STREET
LEXINGTON TO THIRD AVENUE



BLOOMINGDALE'S, today one of New York's largest and oldest department stores, was started in a small way in 1872 by Lyman Bloomingdale in partnership with his brother.

The first store was located at 938 Third Avenue not far from the present building which occupies almost an entire block.

The first day's sales 54 years ago amounted to \$3.53. For over half a century this business acorn has been growing up and spreading out into a mighty mercantile oak. Sales during the past fiscal year amounted to approximately \$22,000,000, while earnings were over \$1,500,000.

Bloomingdale's uninterrupted growth and development is an outstanding monument to the sound business policies established by the founder and maintained by the three sons who own the greater Bloomingdale's of today, and are directing it toward the still greater Bloomingdale's of to-morrow.

Bloomingdale's were among the first of America's large stores to eliminate price comparisons from their advertising. Their policy of quoting one price, the lowest possible price, and letting the customer be the sole judge of the value, has inspired great confidence and built great good-will among countless thousands.

NEW YORK EVENING

The largest evening newspaper circulation in America
3c a copy daily—5c on Saturdays

Bloomingdale's Have Used the New York Evening Journal Extensively for 25 Years

Located in the district toward which the new hotels and high class apartment section has been expanding more and more each year . . . an important transportation point for two subway stations opening into the store, three surface lines, one elevated line, Fifth Avenue and Long Island Motor Bus Lines . . . Bloomingdale's have attracted millions upon millions of dollars worth of trade from far and near by consistent and intensive advertising.

For 25 years Bloomingdale's have concentrated a great part of their advertising investment in the New York Evening Journal because of this one newspaper's intensive coverage of New York and suburbs—and the fact that it goes home, stays home and is read in the home.

An idea of the purchasing power and responsiveness of Evening Journal readers may be had from the fact that Bloomingdale's have invested \$1,201,000 in the New York Evening Journal during the past five years—or about 40% of their annual advertising expenditure.

For 27 consecutive years the New York Evening Journal has maintained the largest evening circulation in America and for the 12th consecutive year it has printed more advertising than any other New York evening newspaper.

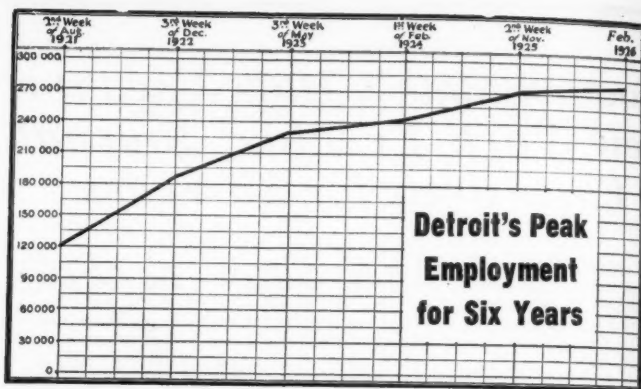
During 1925 the New York Evening Journal printed 6,414,258 lines of Department Store advertising, exceeding the next evening paper by over 700,000 lines.

Merchants and manufacturers—"acorns" or "oaks"—seeking to make advertising dollars produce the greatest possible returns, in increased sales, may well profit by the quarter-century experience of Bloomingdale's in concentrating on the largest audience of evening newspaper readers in the New York market.

*Average daily net paid circulation for week ending
February 20, 1926, 738,193 copies a day*

VENING JOURNAL

**DOUBLE the circulation of any other New York evening paper
PLUS 100,000**



Curve Showing Peaks Reached by Detroit Employment Records, Representing Two-Thirds of Total Employment

Detroit's Employment Reaches Highest Level

80,000 More Factory Workers Employed Than a Year Ago!

On the week ending February 23rd, Detroit set a new record in total number of factory workers employed in its varied industries. The high mark, 270,395, representing two-thirds of all of Detroit's factory workers and 80,000 more than the total employed a year ago, indicates how especially rich a market Detroit is. All told Detroit is employing 450,000 workers whose prosperity can be directed readily to the purchase of your product by advertising in Detroit's HOME newspaper, The Detroit News. The Detroit News thoroughly covers the homes of these highly paid workers, earning America's greatest per capita wages, with a circulation of more than 315,500 week days and 350,000 Sundays. This circulation, the greatest in Michigan, completely blankets the homes in Detroit's trading area with a coverage unique among newspapers in cities of Detroit's size or larger. Cover America's big-wage earners for most successful response. Use Detroit home newspaper in your coming campaign.

The Detroit News

Detroit's HOME Newspaper

Trade Commission Gets Answers in the Advertising Case

Two of the Respondents, the Southern Newspaper Publishers' Association and the American Association of Advertising Agencies, and a Texas Publisher Reply to the Commission's Complaint

Washington Bureau
of PRINTERS' INK

IN reply to its recently amended complaint in the now celebrated advertising case, the Federal Trade Commission received three answers before the original time limit expired. Two were from regularly named respondents. The third came from a publisher who, although he evidently received the complaint through some mistake, took the trouble to say what he thought about it. And all are interesting because they shed additional light on a widely and variously applied business practice which the Commission condemns.

The respondents which have answered are the Southern Newspaper Publishers' Association and the American Association of Advertising Agencies. To the three other organizations, named as respondents by the amended complaint, an extension of time was granted, and it is not likely that their answers will be made public before next week or later.

The Southern Newspaper Publishers' Association has, in its answer, entered a sweeping denial of all of the important allegations of the Commission's last complaint in the case. First, it denies that it has been or is now using unfair methods of competition in interstate commerce, and that the association, its directors and officers have no authority to bind its individual members to anything.

Even the definitions of the complaint are denied as to their correctness. But the answer frankly admits that advertising agencies contract with and pay various publishers for advertising in newspapers, being allowed a percentage, "sometimes 15 per cent," by the newspaper publishers for developing the advertising. The answer also shows that the per cent is al-

lowed all agencies who are fairly entitled thereto, regardless of whether or not they are members of any association, and continues:

"The respondents show this arrangement or trade custom grew up many years ago as a result of the need of such agencies, and defendants are informed and believe, and therefore charge such trade practices came into existence before any of respondent associations or corporations existed, and before practically all of the other respondents were engaged in business."

It is then plainly shown that, under this trade practice or custom, the publishers depend on the advertising agencies to work up and develop advertising business, and that it is necessary for the publishers to have some one perform the service for which the agencies are paid their commission. And regarding the advertisers' right to claim the agency commission, the answer has this to say:

"Respondents admit there are some advertisers who are in a position to prepare and place their advertising, but show that such advertisers are not in a position to and do not solicit and develop advertising and otherwise render the publishers such service as the agencies render the publisher. Respondents further show that advertising in newspapers has developed and increased under the aforesaid trade custom to a greater extent than ever before in the history of the world."

FOUNDATION OF THE CASE

The foundation of the case is the Commission's charge that combination and conspiracy exist. This the answer expressly denies. The respondents admit that the advertisers probably existed before there was need for the agencies, state

that the custom of allowing the agencies a percentage gradually grew up because of the need of the agency to develop and increase advertising, and further show that the amount the newspaper or publisher pays the agency is reasonable and that similar necessary service cannot be obtained elsewhere at any such reasonable cost.

Any restrictive effect on advertising is denied, and it is also specifically denied that advertising is interstate commerce. The answer then explains how the revenues of newspapers are secured, the relation of low cost to advertising and to circulation, and shows that there are numerous forms of advertising for which newspapers charge a higher rate than for national advertising.

In regard to the securing and dissemination of information, the answer states that at times, in the past, the Southern Newspaper Publishers' Association has secured information regarding the financial responsibility of agencies, their ability to render service, the amount of business they have been placing and the personnel and character of their organizations. This information, it is also admitted, has been communicated to the association's members who desired it to be used for their individual benefit, and in regard to the charge of illegal use of the information, the answer has this to say:

"The respondents expressly deny that any information is exchanged among members to be used in carrying out the alleged combination and its alleged purposes, and also deny that they or any of them supply any information whatsoever to any respondent agency association for alleged similar uses by it and its members."

The answer shows that each and every member of the association is at liberty to charge whatever rates he desires for advertising, and denies that any agreement whatever exists as to rates. It closes with a complete roster of the officers and members of the association, which follows this significant statement:

"Each and every allegation in the

complaint not already admitted or denied is here and now specifically denied, and respondents pray that the complaint be dismissed."

In many of its paragraphs, the answer of the American Association of Advertising Agencies is similar. It denies the definitions of national advertising and other functions of the agencies, set forth in the complaint. It also denies the allegations regarding the relations of the agencies and their business methods, as being in part untrue, and then sets forth the true facts as follows:

"The business of the agency is not commerce but is entirely one of service:

"(a) To the broad field of advertising in general, in promoting the wise and effective use of advertising, in enlarging its scope and value, and as a reliable medium of information to the public, and in making it profitable and of permanent value to all concerned; and respondents aver that to a large extent the agencies in this relation have been responsible for the general improvement in and the great development and growth of advertising, which has taken place since agencies became a factor in the business.

"In developing this general and fundamental service, the agencies necessarily perform a distinct service to the other essential arms of the advertising industry, being

"(b) To the Advertiser. The advertising agency enables the advertiser and the potential advertiser to make an advantageous use of advertising. By doing so, it renders a double service to the advertiser—first, in making his advertising profitable to him; second, in increasing and sustaining the volume of advertising, which enables the publisher to charge a rate to all advertisers lower than would be profitable if the volume of advertising were small, and also enables the publisher greatly to enlarge the number of his reading public by selling and circulating his publication at a price far lower than would otherwise be possible."

The answer of the agency association then fully explains the gen-

The lineage record of The Indianapolis News is such overwhelming proof of its power on *all* accounts that a recital of one advertiser's experience is superfluous.

* * * * *

17,897,667 lines of clean paid advertising in 1925—six days a week—in a city of 363,000—is incontrovertible evidence that the advertisers who invested their appropriations in The News received gratifying results in sales.

* * * * *

The News' coverage of Indianapolis is so complete that The News alone is equal to any advertising load. Duplication can hardly be expected to be profitable with The News circulation so near the saturation point.

The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

Dan A. Carroll
110 East 42nd St.
New York

J. E. Lutz
The Tower Bldg.
Chicago

erally accepted agency service to the advertiser and the publisher, specifically denies that, while some publishers and agencies use "gross" and "net" rates, the publishers generally hold themselves out as having two rates, and also denies that the rates are in any way dominated by the association, being fixed by the publishers independently.

The respondents state that the description of national advertising set forth in the complaint is inadequate and incorrect, and specifically deny that the advertising conducted by them is a means or instrumentality or any part of commerce between the States. They also deny that their activities have in any way had a restrictive effect on competition.

A sweeping denial is entered in reply to the allegations of Paragraphs 8, 9 and 10, which charge the respondents with co-operating together and with others in a common course of action and of engaging in unlawful combination and conspiracy; which define the effect as being to regulate the business of national advertisers, the publication by newspapers of national advertising, to regulate the business of the agencies, and to deprive the public of the benefits of free competition; and also that the acts and practices charged in the complaint are all to the prejudice of the public and constitute unfair methods of competition under the law.

The answer of the agency association specifically denies that the association or its members are engaged in interstate commerce, that their operations have any effect on such commerce except to stimulate and promote it, that there is any public interest in the proceeding set forth in the complaint, and that there is any competition in interstate commerce within the meaning of the Federal Trade Commission Act and the facts set forth in the amended complaint.

The third answer received within the original time limit designated by the complaint was from the San Benito Publishing Company, of San Benito, Texas. Signed by the president of the company,

this document formally replies to the charge of the Commission by definitely stating that the company has not, during its existence, made any different charge for advertising to agencies, advertisers or others, either local or national advertisers, nor had any so-called gross and net rate. It states very definitely that the company is not now and has not been during the existence of the present corporation a member of any of the respondent associations, and, for the reasons set forth, politely requests that the name of the publishing concern be stricken from among those who are defendants in the suit.

New Type of Hammer Being Advertised

The American Hammer Corporation, New York, is using business papers and direct mail in a campaign it is conducting on a new type of hammer, hatchet and ax, called Tyrod. This advertising is being directed by the United Advertising Agency, Inc., New York.

This agency is also directing a campaign for the Blackstone Manufacturing Company, Newark, N. J. Newspaper and outdoor advertising is being used for the latter account.

Electric Crane Account for Seattle Agency

The Colby Steel and Engineering Company, Seattle, Wash., manufacturer of electrically operated cranes and barge elevators for loading freight, has appointed the W. V. Mackay Advertising Company, also of Seattle, to direct its advertising account. A campaign is being planned to run in lumber and shipping magazines.

R. V. McFadden Goes to Atlantic City "Press"

Raymond V. McFadden, formerly engaged in advertising agency work in Philadelphia, has joined the Atlantic City, N. J., *Press*. He will organize a service department of which he will be copy chief.

D. V. Goodman to Direct Marmon Advertising

D. V. Goodman, automobile and radio editor of the Indianapolis *Star*, has been appointed advertising manager of the Marmon Motor Car Company, Indianapolis. He will retain his connection with the *Star*.

*In this space in the next two months we will tell you why
you should advertise in the*

CONDÉ NAST GROUP



We will show you:

1. How to have dealers display your goods
2. How to get in line with the new trend in merchandising
3. How to forecast changes in consumer demands
4. How to make a little money go a long way.



And we will prove that whatever your product, you need the combined trade-influence and consumer prestige of the Condé Nast Group to get nation-wide distribution at minimum cost.

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

Members of the Audit Bureau of Circulations

There are nearly prospects for your

Think of Business Boston as a great compact city, really the fourth largest in the country. No such city appears on the official map or on the census list: yet such a city *exists*, and every national advertiser should know it!

There are more people per square mile in Boston than in any other city in the United States—New York excepted. It is the fourth richest market in the country. And one of the easiest to sell, once you know its secret!

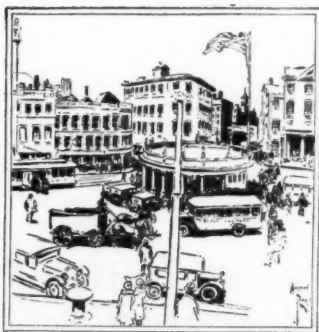
The way to success in Boston

The Boston market is a *divided* market. The people of Boston separate into two great population groups, divided on lines of sentiment, tradition and origin. So marked is this population division that no single newspaper can, with success, appeal to both groups.

To sell both these great population groups you must use at least two newspapers, and one of these *must* be the Boston Herald-Traveler. For the more important of these population groups is covered by the Herald-Traveler only.

Let us tell you more about this peculiar Boston situation. Write today for our booklet "Business

Boston." You'll find it full of surprising and important information.



Harvard Square, Cambridge.

Cambridge is really Boston. Only the slim Charles River separates these two historic towns. Yet in this community, listed as a separate municipality by the census, live 119,689 prosperous people, more than 26,000 families. Forty-two out of every hundred of these families read the Herald-Traveler.

Cambridge is only one of the 40 towns and municipalities that are within 15 miles of the center of Boston.

2,000,000 goods in BOSTON



Business Boston is a wheel—not merely a hub.

BOSTON HERALD-TRAVELER

Advertising Representative:
George A. McDevitt Co.
230 Park Avenue, New York City



For five years the Herald-Traveler has been first in National Advertising among Boston daily newspapers.

Kansas City Journal

The Most Popular Financial Newspaper in
Kansas City Today

145,778

A. B. C. CIRCULATION

25c a line

NOW used by the financial houses of Kansas City as their quotation sheet in selling customers before noon, as the quotations are authoritative and other financial pages from large cities do not arrive till noon.

The JOURNAL, morning, offers the investment broker his best opportunity to reach substantial buyers in the Heart of America at the lowest possible rates—persons able to buy these securities.

Some of the best financial writers in America contribute to the Journal-Post: George T. Hughes, J. C. Royle, William F. Heffernan, R. L. Barnum, George T. Moulson, George Schnackel, and others.

Kansas City Journal Post

Lorenzen & Thompson, Inc.

Chicago

New York

San Francisco

Seattle

Letters That Say Something

An Ounce of Definiteness Is Worth a Ton of Generality

By John K. Hildebrand

IN order to say something that will be remembered, it is well to have something to say. This, the dictum of a platform-speaker, applies also to the matter of writing sales letters. It is an adage not always borne in mind by business correspondents, however, if one may judge by the quality of the letters received by any dealer who has been in business long enough to get his name on mailing lists.

Recently, I happened to be in the store of a small-town druggist as he was opening his morning's mail. This man, though not in a big centre, has an annual volume of trade that many city druggists would envy. To meet the competition of cut-price retailers who operate in his neighborhood, he has to keep on his toes. He is continually on the alert for new goods, novelties, methods and propositions that will keep his store up to date and his customers interested. He reads the leading papers of the trade and goes through his mail promptly every morning.

I watched him as he cut his letters open and looked them over. Most of them he crumpled up and tossed away with a gesture of disgust. I asked the reason.

"Tripel!" he exclaimed. "My mail is cluttered up with such stuff every day. It's a waste of my time, and yet it must cost somebody a lot of money. I always look, though, for fear I might miss something."

"How many of those letters, addressed to you as a dealer," I asked, "have some interest for you?"

"Not one in a hundred," he replied.

"Aren't you putting it too strong?" I asked. "Surely the average is better than that."

"No, it isn't," he insisted. "Not over one in every hundred soliciting letters that I receive from

wholesale houses and manufacturers contains a proposition of any interest, or an idea that I can use."

"Which are you looking for, when you open a soliciting letter—an idea or a proposition?"

"Naturally, a definite proposition interests me most," he answered, "but I'm ready to consider anything with an idea in it."

"What do you mean by an idea?"

"Anything in the way of a suggestion that will help me in my business. I'm interested in buying useful goods at close prices, but I'm even more interested in selling 'em. Every letter in this pile wants me to buy something; but not more than one or two offers any hints about selling. A good drug store, you know, carries anywhere from 1,000 to 4,000 different items. You can imagine, then, how much a letter appeals to me that wants me to buy something more."

I asked this man to let me take away a few of these discarded letters. By a similar casual method, I got a random collection of letters from a hardware man. Then, I examined the lot one by one.

By the simple process of putting myself in the dealer's place, and examining the letters with a view to discovering either a "proposition" or an "idea," I got a pretty fair line on them.

FOUND ALL KINDS OF LETTERS

Almost every form of modern sales letter was represented—processed, printed imitation, facsimile, individually typed, etc. The matching was good and the filling-in was reasonably well done.

But aside from that, many of these letters were of the vague circular-letter type. They were not personal even in appearance or tone. They did not deserve

even the title of announcements, since they conveyed no news and divulged no fresh information. It is difficult to determine why they were sent out at all, unless for the vague purpose of "keeping in touch" or in accordance with some periodic habit.

The most salient defect of all these communications was the fact that they had nothing in particular to say. They reminded me of the old-fashioned salesman who used to go around and ask: "Can I sell you anything today?" They were order-asking letters, not order-makers.

For example, here is a letter, apparently sent to the trade as a follow-up to a catalogue-mailing:

A short time ago we sent you our latest catalogue of While it did not show all the styles we made, it described our best sellers, goods that most buyers select when inspecting our full line of samples.

Have you ever handled? If not, we ask that you carefully look over the catalogue, you will find some good suggestions there. Most dealers usually figure 100 per cent profit on this class of merchandise and when a little attention is given to the goods, you are soon established on a good specialty line that is worth while.

If you are handling these goods we ask that you compare prices. We do not claim to sell the cheapest goods, but quality considered, we know our prices cannot be beat. Remember we are manufacturers and come to you direct, thereby eliminating all jobbers' profits.

Why not look up our catalogue? If you mislaid, same we will send you another, select the items you want and let us have the order. We know you will be satisfied with our goods, if not you are at liberty to return same. Very truly yours, etc.

This letter is reproduced just as it appeared, punctuation, grammar and all. In tenor it is typical of the order-asking letter which says nothing except that the author wants business. In this specimen, the phrase, "we ask," is repeated twice. The words "we," "our," and "us" are used fifteen times; the word "you" eleven. This is a sufficient indication of what the correspondent considered really important. Most of the expressions are hackneyed and the arrangement of sentences is bad.

This is a conventional letter to

the trade of the lowest type. It is an almost perfect example of how not to write to a dealer.

Another letter, signed by the sales manager of a firm with warehouses in six cities, not only begs for business, but admits that this is its sole purpose. It begins:

"Of course we want business, and that's why these letters are sent—"

This is candid but not very comforting to the dealer, who can readily convince himself that he wants business—and needs it—far worse than the firm which is soliciting him.

The letter further explains that the firm's communications are sent "not with the intent to annoy, but to excite your interest in—"

The only excitement offered the dealer is a recital of the following facts: that the firm has been making one of the best brands for eighteen years, that its personnel is concerned about quality, that the materials used are "standard high grade," and that the factory's equipment is of "the latest construction."

The letter closes with the further exciting information that:

"Everybody likes gentlemanly treatment, and that's exactly what we give. Tell us your needs, and we'll try to supply them satisfactorily with quality, price and service."

The author betrayed his fear lest his letter annoy its recipients, and my guess is that his foreboding was realized.

It is a bad attitude for a correspondent to get into—to believe that a business letter written on a business subject is a bore to the recipient. No business man is annoyed by any communication which brings him legitimate news or a usable idea. And the belief on the part of any correspondent that he must approach the trade in an apologetic way is a sign that something is the matter either with him or his house. One or the other needs a mental manicure.

We now come to another type of letter—the heavily informative

one. It is clogged with facts that weigh a pound apiece.

Dealers need every available bit of information about any line which they may sell, but this material properly belongs in a printed leaflet or folder. It has a slowing-up effect in a letter and is apt to cause impatience.

This is an example—a paragraph selected from a letter sent out by a specialty company:

..... solve completely the problem of keeping the indoor air supplied with moisture. Their construction is such that evaporation is actually forced, making it possible to maintain the proper degree of moisture in the air at all times. The warm air passing up behind the radiator enters into the humidifier and when it strikes the cover is deflected over a series of moist wicks and forced out into the centre of the room, carrying the moisture with it. The walls above the radiator are kept clean and the air is cleansed and purified as the wick retains the dust.

Odd to relate, the next paragraph goes on to say that "the enclosed circulars fully describe our entire line of air moisteners." That being so, what was the use of repeating this description in the body of the letter?

A letter and a descriptive circular are two different things, and one should not intrude on the grounds of the other. It is, however, frequently possible and even advisable to put them on the same sheet of paper in the form of a four-page folder, the first page of which carries the letter.

Recent examples seen came from the Bryant Electric Company, which prints a letter in imitation typewriter type on the first page of an offset-processed folder; and from the Pittsburgh Steel Company, which runs a facsimile letter on the first page of a large six-page broadside printed in two colors.

Still another type of letter which is more common than it ought to be is the "grain of salt" kind. No reader can quite believe it. It makes some general or extravagant statement or claim, about which the recipient is bound to remain skeptical because it is not backed up.

This is a sample:

"Numerous inquiries from sports-

men in your vicinity, who are interested in our nationally advertised hunting clothing are being received."

Now it happens this letter was received by a dealer in a community where hunting has for the last several years been on the decrease for very sound reasons—there are fewer animals and birds to hunt. Can anyone wonder, therefore, that he snorted at such a statement? But he did more than snort. The name of the firm was a peculiar one, and he immediately filed it away in his mental black book as a prevaricator.

He would have done so even if the letter had not, further along, made this sly statement:

"A sample order from you will automatically cause all future inquiries from your vicinity to be sent you."

The dealer put that down as a kind of bait very similar to the bundle of fodder suspended in front of a donkey's nose by its rider, as depicted in old-fashioned comic pictures.

An examination of almost any batch of sales letters shows that certain firms, even those of high repute, allow unsupported claims to appear in their correspondence, whereas they would scorn such a thing in their printed advertising.

Such general claims as "many dealers are now stocking our line" and "increased sales of our goods are reported by numerous dealers," are no longer believed—if they ever were.

Despite the notions of certain letter writers, the modern dealer in popular commodities is a capable merchant. He may be overworked or careless, but he is not a half-wit. If he were, he could not survive in this day of heightened competition and exacting consumers.

Having to do close figuring on his costs and profits, he is naturally interested in convincing mathematics. It would seem to be wise, therefore, to give him more facts and fewer unsupported claims.

If you can write him that your list of dealers has tripled within the past year or that John Smith,

of Jonestown, Mo., cleared \$561 last May from your line simply by displaying it in the centre aisle, you may gain his belief and his order, but a general letter of the rambling why-don't-you-stock type will do neither.

General statements are what you make when you have nothing definite to say. Hence the loose, rambling letters with which some firms dose the "trade" once a month or oftener. Look at this paragraph:

If we did not believe you to be the proper one to handle our proposition in your community and know that we can help you increase your sales and profits, we would not be writing. We need you and you need our line of appliances in your business.

Awkward, ill-formed sentences like that are the result of the habit of "pepping up the trade" at regular intervals with a salvo of circular letters of the conventional kind. Correspondents, long deprived of stimulating contact with the pulse of the business, fall back on words and wordy padding. There are twenty-five lines, averaging ten words each, in the letter from which this paragraph was taken, and among them not one new or arresting thought.

Not because it is an especially noteworthy production, but for the sake of contrast, I will now introduce a recent letter sent out to the trade by the American Appliance Company:

You can NOW buy METALYTE lamp bulbs without signing a contract. This is our answer to a number of dealers who do not want to tie up on a contract.

Our proposition remains the same:

40 per cent in standard cases.

35 per cent in broken cases.

Express prepaid—2 per cent ten days.

The enclosed price sheet shows retail prices from which deduct the above discount for your cost.

METALYTE lamps are G. E. licensed and fully guaranteed.

Order now—the lamp season is here.

The merit of this letter lies in the fact that it has something very substantial to say, and says it in a very few lines.

Important news is given in the first line, and from there down to the signature not a word is

wasted. It was not necessary to be labored or windy in such a letter as this; there was a genuine announcement to make, and the gist of it was contained in the first eleven words.

You see, it makes all the difference when a correspondent has something to say.

Birmingham Account for St. Louis Agency

The Federal Electric Chemical Corporation, Birmingham, Ala., has placed its advertising account with the Shelby Syndicate, St. Louis. This will include the advertising accounts of the Federal Phosphorus Company, Federal Abrasive Company and the Federal Carbide Company. Chemical publications will be used.

Bill Nye's Son to Write a Biography

A biography of Bill Nye, the American humorist, is to be published next fall. It is being prepared from personal letters, photographs and other material which have been gathered by his son, Frank W. Nye, who is president of the Outdoor Advertising Agency of America, Inc., New York.

Laher Spring Account for San Francisco Agency

The Laher Auto Spring Company, manufacturer of springs, bumpers and fittings, has placed its advertising account with James Houlihan, Inc., advertising agency of San Francisco.

Newspapers, business papers and general mediums will be used, featuring springs and bumpers.

G. I. Langworthy with Minneapolis Lithographer

George I. Langworthy, formerly with the Tribune Job Printing Company, Minneapolis, Minn., has joined the sales staff of the McGill Lithograph Company, of that city.

United States Rubber Sales Show Large Gain

The United States Rubber Company, New York, reports sales of \$206,473,737 in 1925, an increase of \$34,259,384 over the previous year. Net income for the year, after all charges, was \$17,309,870.

Nast Group Advances F. L. Parks

Frank L. Parks, of the classified advertising department of The Nast Group, New York, has been promoted to the display advertising staff.

Who's Who in America



VERY year a big, thick red book gives brief biographies of American leaders in art, literature, finance, education, society, etc.

You won't find in those pages the name of the fellow next door who is buying his first car this Spring; the biography of the housewife who goes into a grocery store and buys a dozen tins of Campbell's soup is conspicuous by its absence; the life story of the latest purchaser of a Radiola is not among those present.

But these wage earners and their families are the "Who's Who" in America today for 75% of the advertisers that use the national magazines.

TRUE STORY publishes each month the true stories of the people; more than 2,000,000 of them buy the magazine at the newsstand each month

at a quarter a copy. They are interested in their own biographies; they make TRUE STORY the "Who's Who" among magazines.

We call this circulation "The Necessary Two Million+" because you can't reach the market it covers through any other magazine or group of magazines.

True Story

"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

Smashing A for evening paper in the city o

The daily average net-paid circulation of the Chicago Evening American for February, 1926, was

516,771

which exceeded the daily average net-paid circulation of the second evening paper by 110,856.

CHICAGO



A good new

g All Records paper circulation y of Chicago!

This is the greatest circulation record ever compiled by a Chicago evening newspaper. It was achieved during a month when there were no outstanding news stories that would tend to create an unusual demand for the paper.

The Evening American's lead of 110,856 copies over the second evening paper is more pronounced in view of the fact that the Evening American sells for a 50% higher price than does the second evening paper.



THE EVENING AMERICAN

ood newspaper



A Sales Manager



SAID ~

"WHEN selling to women, our message must go in the paper most women prefer.

"In New York, that's the Herald Tribune. It presents, more effectively than any other paper, all phases of life that interest intelligent women.

"There's not only the famous Herald Tribune Institute, an up-to-the-minute food authority to which women turn as a sort of household bible,—

"There's also the remarkably complete social news—there's Percy Hammond's dramatic criticisms, Royal Cortissoz's art comments, Stuart Sherman's book reviews — there's Dr. Cadman's discussions of ethics and religion.

"That's why we advertise in the Herald Tribune, with its large circulation of highest grade in Greater New York, and its dominant position in the better residential suburbs, it takes our message directly to great numbers of women who are really able to buy."

New York
Herald Tribune

First to Last—The Truth : News • Editorials • Advertisements

The Chain Store as It Is Today

A Bird's-eye View of the Existing Chain Systems

By Carl Reimers

President, Reimers & Osborn, Inc.

[EDITORIAL NOTE: About the middle of February, Mr. Reimers delivered an address before one of the divisions of the Advertising Club of New York on "Chain Store Advertising." Much of the material used in that address is drawn on in this series of two articles. Mr. Reimers enlarges somewhat on the viewpoint taken in the address. The second article, which will show that the chain store has grown as an advertiser quite as much as it has in its physical proportions, will appear in an early issue.]

CHAIN stores are usually discussed in the terms of a problem. They are regarded as a menace to our economic health, or as the gum in our machinery of distribution, or as the rash that takes all the joy out of business. On every hand we hear, "What are we going to do about the chain stores?" or "Should we sell the chain stores?" or "How can the spread of the chain stores be stopped?"

Too frequently we are inclined to look upon chain stores as an evil or as a system of merchandising that is inherently illegitimate. The trouble with our thinking on this subject is that it has not grown up. Manufacturers, in too many cases, are still thinking about chain stores as they did twenty-five years ago.

At that time the chains were unimportant. They figured in only a minor way in the country's scheme of distribution. Like all new systems, the chains were naturally looked upon with suspicion. The idea had not yet justified itself. The Established Order of Distribution rebelled against the intruders, just as it has rebelled against every merchandising innovation.

But the days when the chain store was an innovation are long since passed. The chain store has not only established itself but it has grown to proportions that could not have been foreseen twenty-five years ago. We can

better appreciate these proportions by examining the various chain store systems that exist today, the fields in which they operate, the amount of business they do annually and other physical aspects of the subject.

A bare skeletonized outline of the chain stores in existence is about all that I will be able to give. A mere catalogue of all the chains would fill all the space that is ordinarily given to a half-dozen articles. I will, however, be able to present enough details, particularly about the principal "syndicates," to give a bird's-eye view of chain store organization as it is today.*

The greatest headway in the chain-store business has been made in the grocery field. The reasons for this are obvious. The first chain-store system probably originated in the food products line. In 1859 George H. Hartford opened his first Great Atlantic and Pacific Store at 49 Vesey Street, New York. Today, there are over 400 chain grocery organizations in the United States with five or more stores, representing a total of about 50,000 individual stores. Authorities say there will be 10,000 more added in 1926. This compares with 350,000 independent retail grocers in the United States, today.

The public buys \$22,000,000,000 worth of food products a year and 10 per cent of this, or \$2,000,000,000, is bought from these 50,000 chain stores.

There are two types of chain grocery stores—the cash-and-carry

*For the information contained in this article and the article which is to follow, I am indebted to "Chain Stores" by Hayward and White, *The Chain Store Age*, PRINTERS' INK, Alfred H. Beckmann, secretary-treasurer of the National Chain Store Grocers' Association, the chain-store companies, themselves, and to many other authorities on the subject.

type and the self-service type. Another type is springing up which goes about on wheels. A concern in Detroit has called its chain of this kind a "Mototeria."

The Great Atlantic and Pacific Company has the largest chain-store organization in the world. Its first store sold only tea, coffee and spice, and it was only eighteen or nineteen years ago that groceries were put in. Today, it operates more than 14,000 stores and for 1925 did a business of over \$420,000,000. This is an average of about \$30,000 per store. It compares with a yearly volume of \$12,000 a store for the independents.

A. & P. now operates in thirty-four States and has just invaded the West by buying a chain of eighty stores in Kansas City, Mo. Its plans are to open eighty to ninety new stores every week during 1926 and it expects to have 20,000 stores by 1928.

The figures quoted in this article were correct at the time they were collected—about the first of the year. But most of the chains are growing so fast that the number of units in these chains has since been increased.

The Kroger Grocery and Baking Co., with headquarters in Cincinnati, operates over 3,000 stores in the Middle West—some groceries and others meat markets.

First National Stores, Inc., of Boston, is a merger of the Ginter Co., O'Keefe's, Inc., and John T. Connor Co., operating a total of 1,875 stores. Instead of competing with each other, these three chains have combined, using their individual names but selling the same merchandise.

The American Stores Company, of Philadelphia, operates 1,700 units, doing an annual business of about \$98,000,000.

Here are a few more of the important grocery chains with the number of their units:

James Butler Co....	about	800 stores
H. C. Bohack Co....	"	300 stores

F. W. Woolworth Co.....	1,426 stores	\$239,000,000
S. S. Kresge Co.....	about 275 stores	105,000,000
S. H. Kress.....	" 170 stores	45,000,000
W. T. Grant Stores.....	" 73 stores	30,000,000
McCrary Stores Corporation.....	" 180 stores	29,000,000

U. S. Stores Co....	about 1,000 stores
David Pender Stores	" 240 stores

Drug: There are about 50,000 drug stores in the United States and only 4 per cent are in chains representing 2,000 units. It is more difficult to standardize drug products than grocery, tobacco or five-and-ten-cent lines.

The total retail drug business in the United States is \$1,300,000,000. The total drug business in chain stores is \$221,000,000, or 17 per cent.

The average drug store does about \$25,000 per year and the average chain drug store does about \$100,000 a year.

The Louis K. Liggett Co. operates about 300 stores in this country. The company does an annual business of about \$75,000,000, or an average of \$250,000 per store. At least one Liggett store does over \$1,000,000 a year.

The Owl Drug Company, San Francisco, is the second largest chain with around eighty stores. The Walgreen Company, Chicago, is the third largest, with sixty-five stores (fifty-nine in Chicago) doing an annual volume of \$9,000,000, or about \$138,000 per store.

Five, ten and twenty-five cent: In this field there are a few strikingly successful chains. It is interesting to note that Woolworth is the only chain of any size sticking to the 10 cent limit. All others have added 25 cent, 50 cent, or \$1 merchandise.

In this field there are about forty chain organizations with five or more stores. The principal ones, with number of stores and annual business are listed below.

Department Stores: This field has not developed so rapidly or so definitely as have the lines I have mentioned.

The J. C. Penney Co. operates 676 stores in forty-four States, all excepting Vermont, Delaware, Rhode Island and Florida. It started in 1902 with one store in Wyoming doing \$28,000. Today

the company does a volume of over \$90,000,000, an average business of \$135,000 a store. These stores are located in small and medium-size towns and carry a variety of wearing apparel and dry goods.

There are several smaller chains in this dry goods group, but they have not made the dominant success that Penney has. In all there are about fifty such organizations in the country.

In the larger cities there is a movement toward the uniting of big department stores. This development hardly comes under our subject at this time, but I will cite some of the more important developments.

Gimbel Brothers: Besides the three Gimbel stores in New York, Philadelphia and Milwaukee, they own the two Saks stores in New York and have recently purchased Kaufman & Baer of Pittsburgh.

R. H. Macy & Co. have acquired control of LaSalle and Koch of Toledo and more recently of Davison-Paxton-Stokes of Atlanta.

The Kresge Department Stores are developing more nearly along the lines of a chain-store organization. They have acquired the L. S. Plaut Co., of Newark, Palais Royal of Washington and the Fair Store of Chicago.

B. S. Schlesinger & Sons have announced that they intend to acquire and operate ten department stores on the Coast.

In addition, there are such groups as the National Department Stores, the May Stores and the recent expansion of Scruggs-Vandervoort-Barney of St. Louis in acquiring the S. L. White Co. of Columbus and the Denver Dry Goods Company of Denver.

Apparel: In this field there are about 120 organizations operating, but none of them has a large number of units.

The Scotch Woolen Mills of Davenport, Iowa, has 117 stores. Gateley's Credit Clothing Company, of St. Louis, has 115.

Other well-known organizations in this field are Browning-King & Company, with eighteen stores; Chain Shirt Shops; Weber and

Heilbronner; Oppenheim, Collins & Co.

In the hat field, there are four or five organizations of real importance. Sarnoff-Irving and B. H. Kaufman both operate over fifty stores.

Other apparel merchandise covered by chains include hosiery, millinery, corsets and waists.

Shoes: The chains in this field are fairly well developed. There are about ninety-five in all. Some are controlled by manufacturers and others are operated by independents. Those controlled by manufacturers have not been the huge success that was expected.

The largest chain is operated by M. Samuels & Co. of Baltimore. It divides its stores into three groups, Newark Shoe Stores, Henry Clay Stores and Dixie Shoe Stores, a total of about 1,000 units.

The G. R. Kinney Co., Inc., operates 267 stores and does an annual business of about \$16,000,000.

The Melville Shoe Corporation has been very successful. It divides its 160 stores into three groups, according to price levels: John Ward Shoes, \$7 to \$9; Rival, \$5 to \$6; and Tom McAn, \$4. One hundred and forty of these stores are of the Tom McAn variety.

The W. L. Douglas Co. operates more than 100 stores.

The Regal company has been quite successful in confining its output to its sixty stores.

There are a lot of other well-known chains in this field, such as Hanover, Walkover, Rice & Hutchins, Florsheim, Beck-Hazard, Blyn and so on.

Tobacco: Chain stores in this field are highly successful because their merchandise has been easily standardized. Their turnover is rapid.

The United Cigar Stores operate about 2,000 units and about 1,200 agencies, doing an annual business of around \$80,000,000. The company has also entered the drug field in a small way under the United Chemists Stores and the candy field, too.

The Schulte Retail Stores Cor-

poration operates 270 stores and does an annual business of about \$33,000,000. It controls the business of A. Dunhill of London in this country and also owns the Park & Tilford business, which I understand is going to be expanded into a high-grade chain of grocery stores.

The General Cigar Company operates seventy-seven stores. There has been keen competition between the drug chains and the cigar chains. Liggett and the United have fought a vigorous price war because each thought the other was invading its field.

Candy: There are approximately 108 candy and confectionery chains in the United States. United Happiness Stores operate about eighty units, Huyler's about sixty units, while Schrafft's, Loft and Mirror have around twenty-five each. Many of the candy chains go in for lunch counters and restaurants. There are several smaller chains springing up, such as Fanny Farmer, which seem to be making good progress.

Nedick's Orange Juice Co. operates over sixty stores in Metropolitan New York.

Bakeries: Although there are over 200 bakery chains, there is only one outstanding success—Federal System of Bakeries of America, Davenport, Iowa, operating over 400 stores.

Restaurants: There are over 150 restaurant chains.

Waldorf Lunch System, Boston, has over 114 restaurants in thirty cities, doing an annual business of over \$13,000,000.

Child's operates about 110 restaurants, doing over \$24,000,000 worth of business.

The John R. Thompson Co., of Chicago, and also the Exchange Buffet Corporation, are prominent in this field.

Other fields invaded are of insufficient importance really to warrant consideration in this article. They include, however, the following:

Barber Shops: There are a few successful chains, but the labor problem is difficult.

Hardware: There are only

thirty-two chains in this field. It has been easier to standardize sporting goods than hardware.

Jewelry: There are only nineteen jewelry chains. A difficult field.

Cleaning and Dyeing: Has thirteen chains.

Optical Goods: There is one successful organization operating twenty-one stores mostly in New York City, doing over \$1,000,000 worth of business a year.

Automobile Accessories: Taubman's operates fourteen stores in Buffalo and does about \$1,000,000 worth of business a year.

Mail Order: This field is new in chain-store development. However, both Sears, Roebuck and Co. and Montgomery Ward & Co. are trying retail stores in anticipation of operating a chain of them in connection with their mail-order business.

The National Cloak & Suit Company, a large successful mail-order house, plans to open ten stores this year.

Hannibal H. Chandler Dead

Hannibal H. Chandler, pioneer Chicago advertising man and publisher, died on March 6 at the age of eighty-one. He had been retired since 1909.

In 1865 Mr. Chandler entered the employ of the Chicago *Times*, of which his brother, Henry B. Chandler, was one of the owners. Later he established the firm of H. H. Chandler & Company, which eventually became Chandler, Lord and Company, of which D. M. Lord, of Lord & Thomas, was a partner. In later years Mr. Chandler established a number of trade papers.

Table Account for Conlon Prescott

The Utility Table Company, Nashua, N. H., manufacturer of patent folding tables has placed its advertising account with Conlon Prescott & Company, advertising agency, Boston. Business papers are to be used.

H. B. Turner Elected by "Onyx" Hosiery

H. B. Turner, formerly vice-president of Hahn & Company, Newark, N. J., has been elected secretary and director of "Onyx" Hosiery, Inc., New York. He succeeds Walter E. Hope, resigned.

Phillips Taylor has joined the staff of The Advertising Corporation, Waterloo, Iowa, as account executive.

Civil Engineering
and
Construction
During 1925

Facts
Figures
Statistics
Charts
Photographs

A summary of data and
statistics reprinted from
Engineering News-Record
of January 14, 1926

describing a \$6,000,000,000 Industry

Prepared for
Advertisers
and Advertising Agencies

Send for
Your Copy

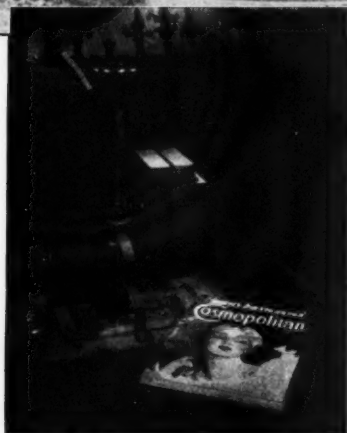
ENGINEERING NEWS-RECORD

A McGraw-Hill Publication

Tenth Avenue at 36th Street
NEW YORK CITY



*A Cosmopolitan Home in
Ingraham Street, Washington*



Cosmopolitan Homes

In Washington, D. C.—

OF COURSE, one picture of one Cosmopolitan home in Washington means little or nothing; but these facts do mean something:

In Washington, the wealthiest city per capita, in the United States, 26.7% of the literate white families read Cosmopolitan...28.1% of these own their own homes...and the average value of the owned homes is \$11,590.

And what is true of Washington is true of cities and large towns everywhere. To jump clear across the country, for instance, to Santa Monica, California, we find that 49.6% of the literate white families read Cosmopolitan and 45.1% of them own their own homes. Cosmopolitan is the great home medium in the urban market.

These facts are from Cosmopolitan's reader survey in eighty-seven cities which will be loaned to any advertiser or advertising agent upon request.

A Frequent Example of Praise and Confidence

In back of the 800,000 subscribers to THE FARMER'S WIFE is an organization with the will and the means to make your advertising 100% effective—for instance—

Color Printing

"Jan. 27, 1926.

The Publisher,
FARMER'S WIFE

We want to compliment you on the fine result you have obtained in printing our four-color advertisement in your February issue. We want you to know that we are mighty pleased and we feel that you deserve a word or two of praise.

In view of the fact that you had to cut our plates apart, we feel that you have done a very creditable job.

I am sure that all future ads will receive the same careful consideration as you have shown the one in your February issue."

Signed

One of America's largest
advertising agencies.

(Want the name?)

THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, Publishers

St. Paul, Minnesota

How Would You Write a Salesman—

Who Thought Too Much of Service and of Humoring the Trade?

By B. J. Williams

Director of Sales, The Paraffine Companies

MY DEAR WILDER:

Did you ever take yourself aside and kick yourself around the block because of some foolish thing you had done, or because of some absurd notion that you had allowed to get fixed in your mind? I have—many times; in fact, I do this periodically.

I frequently say to myself: "Here, old man, you simply *have* to do this, and that is all there is about it." I don't *want* to do it at all; I'd rather do something else; and I'd rather hold to my preconceived ideas. You know, we are very tenacious of our own ideas, anyway; but for a good many years—in fact, throughout my entire business life, if not throughout my *entire* life—I have just *made* myself do certain things. Sometimes there was nothing in particular to be gained—but just as the athlete must go through certain exercises and training to keep himself in trim, so I have made myself do certain things just to be sure that I had myself under control.

Some day when I have the time, and we have the opportunity, I am going to sit down and tell you about some of my little peculiarities, so you will understand better some of the things I write you, and *why*; but the thing I have in mind now is your general attitude toward the trade. I know that you are dead "set" on this, and that you think it is the way to get business, and that you get business because you "humor" the trade and give them what you call "service," etc. Now, I am not finding fault with the idea, because it is basically sound; nobody could object to your handling yourself so

that the trade would like you, nor could anybody object to service; but this is not the point. I think you lay too much stress on this, and that you go to too great lengths, and ascribe your success in too large a measure to this thing. I gather this, not only from what you do and our association together, but from what I learn here and there, little points that come up in discussions.

Now this letter, Wilder, is not written with the idea of finding fault with you; in fact, quite the reverse. I am writing this letter to see if I cannot get you to have an open mind on this question, not to be so "set." I would like you to analyze the work you do and the results of this work, to determine just how far these things enter into your success; because, as I see it now, you are set in this matter, and set beyond a point that is good for you—in fact, to a point that will really interfere with your progress.

You know there are bigger places in this institution than your present territory. There may be bigger jobs than the one you now have. I don't know that you have ever thought about this, or that you would want one, but I am always planning ahead—I am figuring on the men who are going to take the bigger jobs as they develop. For instance, one of our best men was in here last week, and I had a long, heart-to-heart talk with him. When he left he thanked me over and over again for what I had said to him, which was to the effect that we had been considering him for a more important position, but that I had been obliged to eliminate him from consideration because of just one thing: he had not shown the ability or the inclination to train the junior salesman working with him,

Number three of a series of letters written by Mr. Williams to his salesmen. A previous series appeared in PRINTERS' INK the later half of 1924.

and the bigger position involved just this kind of work.

Nearly all of the salesmen have some one failing that prevents their attaining positions that they might otherwise fill quite capably; and I am writing you about yours, now, so that you will be at least advised of what we regard as your weakness; and so that you may (if you think it worth while) try and outgrow it and remove it as a possible obstacle to your advancement.

With best personal regards, and with every good wish, believe me,

Sincerely your friend,

B. J. WILLIAMS.

C. F. Freeman Advanced by America Fore Companies

Charles F. Freeman has been appointed manager of advertising of the America Fore Companies, New York, which include the American Eagle Fire Insurance Company, The Continental Insurance Company, Fidelity-Phenix Fire Insurance Company and the First American Fire Insurance Company. Mr. Freeman has been with these companies for the last three years.

Peninsular Publishing Company Appoints W. G. Springer

Walter G. Springer has been made business manager of the Peninsular Publishing Company, Tampa, Fla., publisher of *Suniland* and *Packing House News*. He has been field secretary of the Association of National Advertisers.

Joins Livermore & Knight Agency

Bland Ballard, formerly with the advertising department of the Boston *Sunday Advertiser*, has joined the Livermore & Knight Company, advertising agency, as manager of its Boston office.

Hugh L. O'Neil Appointed by "Columbia"

Hugh L. O'Neil, who has been with *Harper's Bazar*, New York, for the last eight years, has joined the New York staff of *Columbia*. He will cover New York City and New Jersey.

Appoints Minneapolis Agency

The Thorp Fireproof Door Company, Minneapolis, has appointed Ward H. Olmsted, Inc., of that city, as advertising counsel. Business papers and direct mail will be used.

Watch Your Step When Using Portraits

IRON AGE PUBLISHING CO.

NEW YORK

Editor of PRINTERS' INK:

We are investigating the subject of the "necessity of securing written permission from workmen appearing in pictures of machinery in operation, taken by our staff." In our opinion, the workmen wouldn't succeed in collecting in a civil suit, because the face and figure of any workman could be readily substituted without detracting from the advertising value of the photograph. We would be interested to have the opinion of your editorial department as well as the dates of any articles you have published.

IRON AGE PUBLISHING CO.,

RODNEY DERRY,

Manager Sales Promotion Department.

THE courts have decided in several cases that, commercially speaking, the face and figure of a person are the exclusive property of the person concerned, and that no one has a legal right to use, for purposes of profit in advertising or trade, the portrait of another living person. If there is any question or doubt in a given instance, wisdom would suggest that to be safe, it is best to obtain the written permission of the person pictured. In the case of a group of workmen, such documents might not be necessary, since the picture would be one of a group collectively acting as a part of a manufacturing plant. The obvious aim of the courts is to protect individual rights and privileges from unsanctioned commercial exploitation. A workman might not care, or he might even be pleased, if his portrait is used in a public way, but an actress, whose face and figure are her fortune and chief capital, might wish to be suitably rewarded. Even though a civil suit regarding the use of a portrait be beaten, who wants to bring it on?

—[Ed. PRINTERS' INK.]

R. W. Read with Sweeney & Price

Richard W. Read, formerly with the American Sugar Company, Boston, has joined Sweeney & Price, publishers' representatives of that city.

Where the Big Stores Spend Their Money

DURING 1925, the seventeen leading department stores of New York used more space in THE EVENING WORLD six days a week than they used in either The Times or The Herald-Tribune seven days a week.

THE EVENING WORLD carried more advertising from these big stores than The Telegram, The Post and The American combined.

Since little or no big store copy is carried on Saturday evening, the comparison between THE EVENING WORLD and the morning paper field is virtually five days against seven, the morning papers possessing the added advantage of their huge Sunday editions.

Ask the big merchant—he *knows*!

The Evening World

PULITZER BUILDING, NEW YORK
TRIBUNE TOWER, CHICAGO



Don't Litter My Car with Advertising Material

A Car Owner Points Out Another Advertising Waste

By H. J. McGrath

ADVERTISING waste—we're all fighting against it! Here's one form of advertising waste that is becoming more evident of late. It's not found in our city alone—the same thing happens in any city of size or importance.

In our city, most business men park their cars on the streets just above the business district. Hundreds of cars line both sides of the streets at right-angles to the curb. It seems to be a rich field—a very rich field—for numerous advertisers.

But these advertisers have become a nuisance. There isn't a day that I go to my car without finding it littered with handbills, cards—and even folders! Do I stop and read each one? I do not! And rarely does anyone else. You'll find the majority of the advertisements crumbled up and thrown into the gutter.

At first, I thought that I was a little too hasty in my judgment of the medium. I investigated. I looked into other cars that were parked near mine. Yes—they had plenty of advertisements in them too. But were they read? That's the important point. I waited a few minutes each day for a week. And I found that many owners were doing the same I had done—throwing them out!

Perhaps the first fellow who tried this method of getting advertising read was successful. He told his neighbors. The result was this littering of cars with advertisements.

To begin with, about 60 per cent of us park on these streets within a half hour of each other. Most of us leave our cars there during the day. Sometime during the day, these handbills, cards, etc., are thrown into the cars or pasted on the outside.

The same 60 per cent of us drive our cars away each evening

within a half hour of each other. We're in a hurry. Had a hard day. Want to get home to dinner. Do those advertisements get a chance to pull? Is that money well spent?

Here's my personal experience. Incidentally, others that I've talked to have had a similar experience. I arrive at the car. As I open the door, I see a sticker commanding me to "Use Nogrit Polish!" I say something like "—Nogrit Polish!" and rip it off. I climb into the car and a dodger informs me that "Whatshisname is the man for mayor!"

"—Whatshisname!" And I fire it out. As I place my foot on the starter, I notice that there is something stuck on my windshield. So out I climb and scratch it off.

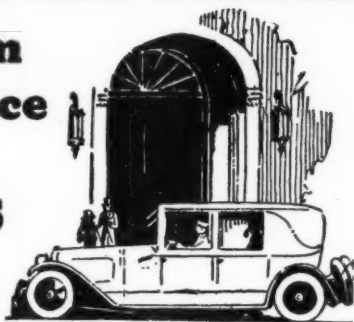
And that's not all. Across the front of the radiator is hung a pasteboard sign telling me to "Eat Somebody's Candy!" Off it comes. About that time, I am ready to tear to pieces anything that looks like an advertisement.

Some time ago, I approached one of my friends, a newspaper man, on the subject.

"You're right, Mac," he said. "These advertisers make the wrong impression. You know," he continued, "I was tired of them littering up my car. It's a closed model, and now I keep the doors locked. But they have the nerve to stick their advertisements under my windshield cleaner! It ruins the spring. I've had to have it fixed once, so far, because of their method of placing the literature. They're off on the wrong foot. They antagonize. And you know that'll never make a sale!"

He was right. They antagonized me. They antagonized him. And they had antagonized others. It all took money. And a good deal of that money was wasted.

**Motordom
buys space
where
RESULTS
are sure**



AUTOMOBILE manufacturers and their local representatives are increasing their use of The Times-Picayune as their sole or preferred medium for selling high priced, medium priced and low priced cars in New Orleans.

In 1923 they used 377,440 more lines in The Times-Picayune than in the second paper, in 1924 this lead was 422,350 lines, and in 1925 The Times-Picayune led the field by 521,021 lines.

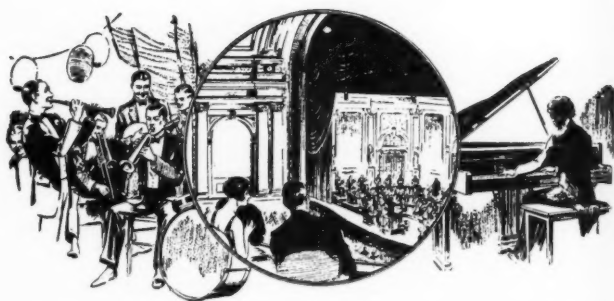
Buick, Cadillac, Chandler, Chevrolet, Cleveland, Dodge, Durant, Flint, Ford, Hudson-Essex, Hupp, Kissel, Maxwell, Chrysler, Chalmers, Moon, Nash, Marmon, Oakland, Oldsmobile, Packard, Paige, Franklin, Peerless, Pierce-Arrow, Reo, Rickenbacker, Rollin, Star, Studebaker, Willys-Overland, Yellow Cab, Republic Trucks and International Harvester Trucks used more space in The Times-Picayune than in any other New Orleans newspaper—many of them using this newspaper *alone* to sell New Orleans.

Sales tell the final story—and the steadily increasing leadership of The Times-Picayune in the New Orleans field is the best evidence that it helps to make **MORE SALES.**

**The New Orleans
Times-Picayune**

General Representatives: Cone, Rothenburg & Noe, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.

CINCINNATI is a C of Musical Ap



In Cincinnati the appreciation of music is almost universal. Musical education begins in the kindergarten and culminates in the great College and the Conservatory in which hundreds of teachers and concert artists receive their professional training. The Cincinnati Symphony Orchestra is truly a civic institution. Biennially for half a century the May Festivals have focussed the musical interests of the Nation upon the City of Cincinnati.

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

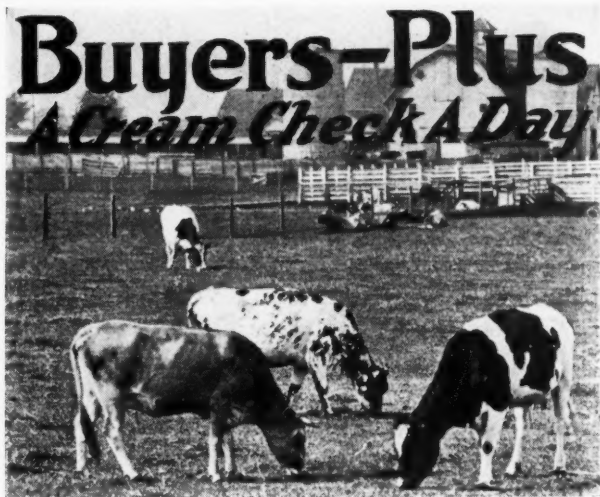
is a Great Center cal Appreciation

It is impossible to draw a sharp line of demarcation between the purely cultural and the commercial aspects of Musical Cincinnati. In no place is this more clearly demonstrated than in the columns of Cincinnati's foremost newspaper, the Times-Star. The publishers of this paper are devotees of music, patrons of the Symphony Orchestra and of the May Festivals. The foremost musical critics write for the Times-Star. Eight out of every ten families in Greater Cincinnati read and understand.

In the advertising columns of the Times-Star is reflected this unchallenged popular preference. Manufacturers of everything musical vie with the merchants who deal in musical goods for advertising space in this publication. Year after year they place more display lineage in the Times-Star than in any other Cincinnati newspaper. Radio, being at least half-sister to the musical instruments, follows their lead.

THE TIMES-STAR

Member Audit Bureau of Circulations



Series 16

The regularity with which the bottle of milk is delivered at your door every morning is no more regular than the income which the quarter of a million subscribers of **THE DAIRY FARMER** receive for their products. A complete investigation of the wealth and buying plans of our subscribers is yours for the asking.

THE
Dairy Farmer

E. T. MEREDITH, PUBLISHER
DES MOINES, IOWA

Kolynos Lets Retailer Cut Price in Return for Advertising

A Cut in Price Not Exceeding Sixteen and Two-thirds Per Cent Looked on with Favor If Retailer Advertises Kolynos

By T. E. Caruso

The Kolynos Company

WE have read the articles by Paul T. Cherington* and William H. Ingersoll†, and find that our own viewpoint appears to be from a different angle.

We agree in part with Mr. Ingersoll that price cutting is injurious to the manufacturer's good-will for the essential reason that the manufacturer does retain interest in his trade-marked product, even though the goods have been sold outright. There is no clearer way of explaining this than by comparing a tooth paste in an unbranded package with one carrying the Kolynos name.

If we should manufacture a tooth paste and put it out in a package carrying some name other than Kolynos, there would indeed be no interest on our part in seeing that the price should be maintained. Likewise, there would be no advantage for dealers to cut below twenty-five cents on such a product for the reason that the product is unknown and the price unknown. It is only where a product carries such a well-known trade-mark as Kolynos and the value which has been established by years of effort and advertising, that there can be any advantage for dealers in cutting the price below the established value. They are, therefore, making unfair use of the manufacturer's good-will and the value which he has established.

On the other hand, there is a good deal in Mr. Cherington's viewpoint that the manufacturer is

interested in the free commerce of his product and in over-riding all resistance to its accessibility. Fixing prices which would offer resistance to the accessibility of a product on the part of consumers would be detrimental to the manufacturer's interest.

Now we take a middle course between these two views.

On the one hand, we insist that there is such a thing as proprietary price cutting which would be injurious to the manufacturer's good-will. On the other hand, there is an advantage in special sales and in occasional price cutting in minimizing the resistance to the accessibility of our product.

THE ADVERTISING VIEWPOINT

Look at price maintenance from the advertising standpoint: A department store could spend money in newspaper advertising, featuring Kolynos at the full price of thirty cents per tube. A department store can spend money also in advertising without running advertisements in newspapers, by featuring a bargain sale on Kolynos and other products. In the one instance the store pays the newspaper for advertising. In the other instance, it pays its customers by giving them the advantage of reduced prices, and there is a lot to say in favor of the second form of advertising. It may be that giving all advantages to the customers is the better form.

From our viewpoint, what is the difference? It means that the first form of advertising does not cost us anything at all, whereas the second form means, if Kolynos is featured at twenty-five cents per tube, that we are contributing sixteen and two-thirds from the established price of thirty cents per

* "What Producers Can Do to Maintain Prices," by Paul T. Cherington, *PRINTERS' INK*, January 21, 1926; page 17.

† "The New Day of Price Maintenance," by Wm. H. Ingersoll, *PRINTERS' INK*, February 25, 1926; page 3.

tube, and this contribution is to the ultimate advantage of the consumer through the store that is featuring our product.

With that in mind, we have suggested in our price-maintenance plans that it may be advantageous to feature Kolynos at not below twenty-five cents per tube, but that a cut of more than sixteen and two-thirds per cent would render competition unfair.

McKennee-Taylor Agency Appointments

Elmore J. Huber, formerly art director of the Consolidated Advertisers, has been appointed to a similar position with McKennee-Taylor, Inc., New York advertising agency.

James T. McCambridge, formerly copy chief and production manager of the Lesan-Carr Advertising Agency, St. Petersburg, Fla., has been made copy chief of the McKennee-Taylor agency. He had been with Johns-Manville, Inc., for four years.

Dodge Brothers Sales Continue to Gain

The net sales of Dodge Brothers, Inc., Detroit, in 1925, amounted to \$216,841,368, compared with \$191,652,446 in 1924, the best previous year. The number of cars sold was 255,322, a gain of 33,086 cars over 1924. Net profits in 1925 totaled \$28,698,846, after depreciation. In 1924, \$19,965,440 profit was reported.

Joins Aetna Insurance Company

Miss Mary O. MacMahon, formerly assistant advertising manager of Sage Allen & Company, Inc., Hartford, Conn., has joined the publicity staff of the Aetna Insurance Company, also of Hartford.

American Cigar Profits Gain

The American Cigar Company, New York, manufacturer of Roi Tan cigars, reports net profits, after charges, of \$2,209,921 for the year ended December 31, 1925. This compares with \$1,632,899 for the previous year.

Incubator Account for Frank B. White Agency

The Smith Incubator Company, Cleveland, has appointed the Frank B. White Company, Chicago advertising agency, to direct its advertising. Poultry and farm papers, newspapers and direct mail will be used.

A Scrapbook of Sales Help

Naturally, we were all quite interested to know how Lane was putting it over since this was his first experience on the road. When he came in from his trip one week, we insisted on having the whole story. Lane replied, "Well, I just naturally thought that if we were to be able to place more of our merchandise on the shelves of our customers, we would have to show the merchant how to move those goods faster to his customers."

"Every day I was running across new stunts which other merchants were using to boost their sales in similar lines, and in the trade papers and oftentimes the newspapers were printed some outstanding plans, which my own customers could use in selling our product. I bought a scrap book and every time I came across some good sale plan, window display stunt, general management problems and answers, advertising helps, or anything which I thought might improve sales in the retail stores in my territory, I clipped it out and pasted it in the book."

"On my trips over the territory I always found time for the merchant to look through these various clippings and notations, and in almost every instance we would find some bit of information or a timely suggestion which fitted into his scheme. Needless to say my scrap book has become as well known over my territory as I am myself, and my customers have even begun to rely on me to promote some new stunt every so often as a general sales booster all over the store."

"It's just a matter of keeping on the alert and in figuring out just what service you yourself would appreciate most if you were the merchant and he the salesman. Why, I wouldn't any more think of making my territory without my little old scrap book than I would leave my sample case at home. It's ideas, real selling ideas that the retail merchant needs and the salesman who can furnish them is the one who will fill his order books with the kind of business worth having."—*"Meredith's Merchandising Advertising."*

Realty Account for Blooming- dale-Weiler Agency

The Bloomingdale-Weiler Advertising Agency, Philadelphia, has been appointed to handle the advertising of Great Neck Gardens, Long Island, N. Y., a realty development. Pages and half-pages are being used in Eastern newspapers.

J. M. Fitz Gerald with Lynch- burg, Va., Agency

Jean Maurice Fitz Gerald, formerly business manager of the Lewillard Studios, Seattle, Wash., has been appointed copy and layout chief of the Atlantic Advertising Agency, Lynchburg, Va.



The woman pays? Perhaps!

But when it comes to actual settlement in cash, every merchant knows it's the American business man who foots the nation's bills! The new fur coat—the new car—college expenses—the trip south—the latest radio—the winter's fuel—the housekeeping expenses—who is expected to pay for all these things?

He is an indulgent and proud parent—determined that his family shall have the best of everything. And, as a business man, too, he is equally proud of the product with which his name is identified. Whether at home or in business he is a spender who insists on quality first.

Over 218,000 of the most successful business men in America subscribe to Nation's Business. They regard it as the voice of American business. Over 54,000 are presidents of business organizations!

These men form one of the most notable groups in the world. As a class, they are probably the best dressed, the best living, and have the best cared for families in all the history of civilization.

Nation's Business is a magazine for seasoned men.

If you have something really good to sell, think of that!



MERLE THORPE, Editor

Published Monthly at Washington by the Chamber of Commerce of the United States

Selling Economies in Mergers

LORD & THOMAS
CHICAGO

Editor of PRINTERS' INK:

Will you be good enough to let us have any information that you may possess which would help us to answer the following question:

"What is the effect on the sales of old and new products when one organization absorbs another, without adding to the sales force of the old organization?"

LORD & THOMAS.

WE know of no case of a merger of any two or more large companies in which all of the selling work was placed on the shoulders of the sales staff of one of the companies. The sales staff of the parent company is usually augmented.

Furthermore, any answer to this question would have to take cognizance of the amount of advertising done after the merger had been effected.

The answer would also have to take into consideration the reason behind the merger, inasmuch as the merger may have taken place for perhaps more important reasons than sales economy.

There are several types of mergers seeking distribution economies that can take place. For example:

(1) A merger of two companies selling the same kind of products to the same trade. The Cluett-Peabody and Earl & Wilson merger in the collar trade is a recent example of mergers in this group.

(2) A merger of two businesses with different types of products brought about on the basis that the both types of products are sold through the same channel. The purchase of the Shinola, Two-in-One and Bixby Shoe Polish business by the Gold Dust Corporation is an example of this type of merger.

(3) A merger of two companies that have seasonal selling problems. The purchase of Jell-O by Postum Cereal is an apt example. The heavy selling season for a product like Jell-O is during the

winter months when fresh fruits are not available. The best season for the bulk of the Postum Cereal products—breakfast foods such as Grape-Nuts and Post Toasties which are served cold—is during the warm months of the year.

Most of the mergers that have taken place in order to effect distribution economies are too recent to permit of an extended analysis of the effect on sales of the products of the combined companies. Of the mergers mentioned above the only sales analysis we find available is one on the merging of Shinola, Two-in-One and Bixby Shoe Polish with the Gold Dust Corporation. That analysis was made by George K. Morrow, president of the Gold Dust Corporation in the December, 1925, issue of *PRINTERS' INK MONTHLY*.

The Dalley Company, the owner of the Shinola, Two-in-One and Bixby Products and the Gold Dust Corporation were of about the same size. Dalley net profits in 1924 were \$650,000; Gold Dust profits for that year were \$675,000. Dalley had about 200 salesmen; Gold Dust had 110. It was Mr. Morrow's opinion that inasmuch as more than 90 per cent of both types of products are distributed through the same channel, that a sales force of 200 could carry the selling load for the combined companies. His analysis also showed that he expected this smaller sales staff to show an increase of \$100,000 each in the net profits of the soap and shoe polish business. But after making this analysis, Mr. Morrow stressed this point: He expected to increase the advertising and selling appropriation of the Gold Dust business from \$4,500 a day to \$7,500 a day.—[Ed. *PRINTERS' INK*.

W. J. Kelly Advanced by Chicago Bank

William J. Kelly, who has been in charge of advertising of the Chicago Trust Company, Chicago, has become second vice-president of that institution instead of the Citizens' Trust & Savings Bank, Columbus, Ohio, as previously reported.

813,456 Lines

of

Hotel-Resort Advertising

were carried by

The Miami Herald

in 1925

This is a gain over the Herald's own record of the previous year of

316,960 Lines—63 Percent

The second Miami paper carried in 1925 a total of 445,088 lines

The Herald's Lead was 368,468 Lines—71 Percent

The Miami Herald

"FLORIDA'S MOST IMPORTANT NEWSPAPER"

Frank B. Shutts, Publisher

L

The Country Gentleman's Leadership

speaks again in the following figures showing total advertising lineage carried in each of the six leading national farm papers for the month of January:

<i>The COUNTRY GENTLEMAN</i>	<i>Farm Paper No. 2</i>	<i>Farm Paper No. 3</i>	<i>Farm Paper No. 4</i>	<i>Farm Paper No. 5</i>	<i>Farm Paper No. 6</i>
<i>Lines</i>	<i>Lines</i>	<i>Lines</i>	<i>Lines</i>	<i>Lines</i>	<i>Lines</i>
59,127	32,661	25,511	17,692	15,774	14,009

In other words, *The Country Gentleman* carried more advertising than the two next papers combined. Nor is this all, for *Country Gentleman*

leadership is preëminent in the advertising of those products that are sold only to farmers for use on their farms:

	<i>The COUNTRY GENTLEMAN</i>	Farm Paper No. 2	Farm Paper No. 3	Farm Paper No. 4	Farm Paper No. 5	Farm Paper No. 6
	<i>Lines</i>	<i>Lines</i>	<i>Lines</i>	<i>Lines</i>	<i>Lines</i>	<i>Lines</i>
Farm implements and machinery	9,194	3,277	2,475	1,551	806	783
Nursery stock, seeds, etc.	5,427	2,969	2,716	380	1,969	1,251
Poultry feeds, remedies and supplies	4,496	2,312	2,128	1,239	1,012	860
Light plants, heating and water systems and equipment	2,643	1,555	656	446	347	227

Farm Paper No. 6
Lines

14,009

Advertisers who are seeking to extend their markets to the millions of families in rural America will find *The Country Gentleman* the leading publication through which to reach those whose homes or whose interests are in the country.

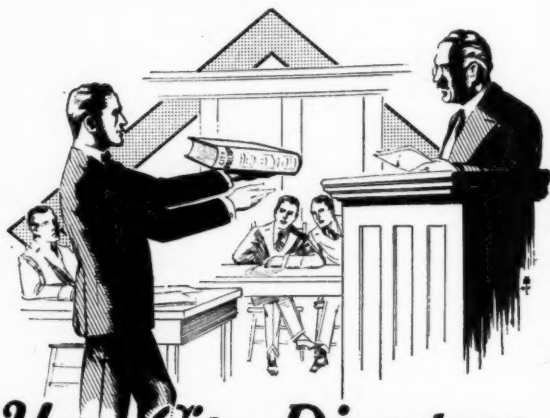
The Country Gentleman

more than 1,200,000 a month

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago,
Boston, San Francisco, Detroit, Cleveland

"Where Buyer and Seller Meet"



Your City Directory —Has Legal Significance

A Ready Reference of Acknowledged Authority

You and your business frequently need the protection of accurate records, acceptable to local or supreme courts or for other corroborative purposes. The judiciary of various states has ruled that City Directory information is sufficient evidence of fact to be conclusive.

Further than this, material witnesses can be located; property valuations made and transfers facilitated; missing heirs traced for guardians and trust companies; families united, etc. by search of City Directories.

Many legal firms and others maintain

files of local City Directories, so that complete information may be at hand when needed. Directory libraries also are maintained by our members in over 400 of the larger cities for free public reference. These files often have proven their value in times of legal stress.



This trade mark appears in directories of leading publishers

The prestige accorded the City Directory is reflected to those who emphasize their business by prominent registration and advertising in them. Our book-

let, "Directories; What They Are, How They Function and Their Place in Advertising," will tell you how. Send for free copy.

**ASSOCIATION of
NORTH AMERICAN DIRECTORY PUBLISHERS**

Headquarters
524 Broadway, New York City

A Fifty-Fifty Plan of Jobber Co-operation

Skinner Macaroni Will Give Exclusive Rights to a Jobber and Skinner Salesmen Will Sell 50 Per Cent of Product Ordered by Wholesaler if Latter Sells Other 50 Per Cent

By Lloyd Skinner

President, Skinner Manufacturing Company

[EDITORIAL NOTE: A wordy warfare has been going on for years between wholesale grocers and manufacturers of advertised food products. Some manufacturers have become so bitter on the subject of wholesalers that they have convinced themselves that the wholesalers must pass out of the picture.

The work and the talk that have been done to the end that the wholesaler be eliminated, it would seem, might better be concentrated on the subject: "How Can I Get the Most Out of the Existing System?" That is indeed a far more profitable subject for the specialty manufacturer.

For some years, Lloyd Skinner, president of the Skinner Manufacturing Company, of Omaha, Neb., maker of advertised and packaged macaroni products, has thought along this line. Recently he has worked out a new plan of co-operation between his company and grocery wholesalers. This plan has been outlined by Mr. Skinner in a letter which he sent to his salesmen. The main portions of the letter are given below. The plan that Mr. Skinner outlined should prove instructive to manufacturers of advertised products sold through jobbers, in the grocery or in any other field.]

AS a general proposition, we are positive the way out for both regular wholesale grocers and grocery specialty manufacturers that wish to distribute their merchandise in the most economical way is for the two to work together on an exclusive fifty-fifty basis.

By a "fifty-fifty basis," we mean that a manufacturer should have at every jobbing point but one wholesale grocer distributor and he should not sell a case of his products to any other wholesale grocer at said jobbing point and the wholesale grocer whom he works with in this way should not stock or fill an order on any other brand of merchandise in said manufacturer's line.

The manufacturer should agree to sell with his own specialty salesmen for the account of the whole-

sale grocer 50 per cent of the manufacturer's merchandise that the wholesale grocer buys, and the wholesale grocer, on the other hand, should agree to sell to the retail grocer trade with his own sales organization 50 per cent of the manufacturer's merchandise which he purchases.

We know from experience that when a manufacturer and a wholesale grocer work on this basis at any jobbing point neither of them need worry about competition, because it is a combination that you can't beat. * * *

Where more than one wholesale grocer is giving you 100 per cent sales support and working with you on a fifty-fifty basis at any jobbing point, and so long as this arrangement is satisfactory to everybody concerned, all right and well. But at any jobbing point where you don't have a regular wholesale grocer working with you satisfactorily on a fifty-fifty basis and giving you real sales support, make an exclusive distributing arrangement with the best regular wholesale grocer you possibly can at that jobbing point on a fifty-fifty basis. * * *

Understand that when you have made an exclusive arrangement * * * with any jobber, you must carry your part of the load on this arrangement and you must make it your business to see that the jobber carries his part. * * * We are frank to say that we have never had any exclusive arrangement that didn't work out satisfactorily for everyone where the jobber started out whole-heartedly on a fifty-fifty basis, not stocking or filling any orders on any other brand of package macaroni products, so long as we did not sell

any other jobber any of our merchandise at this jobbing point. * * *

I hate to think that any wholesale grocer at any jobbing point is so short-sighted or that any of our representatives are so weak that we cannot make an exclusive arrangement, as per this bulletin, at any jobbing point in the United States.

However, there are exceptions to all rules and where such a fifty-fifty exclusive arrangement cannot be made, the thing to do is to work the retail grocer trade open, allowing your orders to fall where they will. As they will naturally fall to the wholesale grocer who handles your business on the smallest profit, if you work the retail grocer trade at this jobbing point aggressively, within a reasonable time some wholesale grocer will wake up and will want to hang on to his profit on his package macaroni business and will be glad to arrange with you to give you real support on an exclusive fifty-fifty arrangement. * * *

The point is this: What you are interested in is sales support from the wholesale grocers on the retail grocer trade and to get this support you are glad to enter into an exclusive arrangement on a fifty-fifty basis, but where you cannot get aggressive sales support at any jobbing point and when you have to sell all our merchandise to the retail grocer trade at said point yourself, neither you nor we can fairly be blamed for not being interested in the wholesale grocer profits at said jobbing point.

As we have instructed you many times, we don't want any of our salesmen to be a party to giving away the profit of any wholesale grocer. What jobbers themselves are willing to do at jobbing points where we are not getting aggressive sales support on our line, we do feel is no fault of ours, particularly when we are not only willing but anxious to enter into a fifty-fifty exclusive arrangement with any regular wholesale grocer * * * and protect him on his full profit on our line.

Be Careful How You Accept Percentages

BROOKE, SMITH & FRENCH, INC.
DETROIT, MICH.

Editor of PRINTERS' INK:

Have you in your files actual figures of what percentage of total export business done by each of several leading manufacturers of the United States is sales cost?

BROOKE, SMITH & FRENCH, INC.

THE New York office of the National Foreign Trade Council is authority for the statement that the selling costs of American manufacturers in the export field average 7 per cent. It is to be noted, however, that these costs in the case of individual firms range all the way from one-half of 1 per cent to 48 per cent. It will be seen, therefore, that the widest variations are possible, and we doubt if the figures from any number of exporting manufacturers would furnish an exact criterion for any individual exporter. So much would depend on the countries exported to, the product sold, the number and character of the selling methods employed, the habits and traditions of the prospective foreign customers, methods of payment, the amount of advertising and sales promotion required, the experience of the exporter, and numerous other possible factors. The cost of export sales in Great Britain, for example, would of course not be the same as that for Abyssinia. PRINTERS' INK wishes to emphasize these truths because it has witnessed the unhappiness that ensues from a too quick acceptance of the other fellow's "percentages," without due allowance for all the circumstances involved.—[Ed. PRINTERS' INK.]

Campaign for "Flit" Almost Doubled

The 1926 advertising campaign for Flit, an insecticide manufactured by the Standard Oil Company of New Jersey, will be almost double that of last year. According to a recent business-paper advertisement this product will be advertised in 4,500 newspapers throughout the country and in magazines and farm papers.

Influencing the buying habits of Parents

You may reach the parents, with the least possible mental resistance, **THROUGH** the CHILDREN. You may have their full attention, their interest, and a frequent repetition of your message.

You may gain this highly desirable result at a remarkably small unit expenditure.

This work calls for a high order of creative ability, of a special nature. We are equipped to render this service to your business.

Ask us for samples and the interesting details.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Beating the Best January by Fifty Per Cent

A Special Sales Effort That Would Not Accept Anything Less Than
Excelling Quota

By T. W. Fred

President, Davenport Hosiery Mills

THE month of January is normally a very quiet month in the manufacture of silk hosiery because of the fact that it follows Christmas. So much silk hosiery is given away as Christmas presents that many prospective customers are out of the market in January. Another reason is that January is always so cold, and Father and Mother are always so hard up after buying Christmas presents, that there is not much incentive to purchase silk hosiery.

We sell a popular-price ladies' silk stocking, which retails for \$1.50 per pair, under the trademark "Humming Bird." It is advertised in women's periodicals and we sell direct to the retail stores—selecting so far as possible, the best stores in each town. In larger cities, we have several accounts and we cover every State in the Union, traveling thirty-five salesmen.

Normally, during January, we pile up Humming Bird Hose for distribution during the spring months. This year, though, we conceived the idea that we should make January a big month and in casting about for some sales scheme, we hit upon the idea of using the telegraph companies as a means to accomplish our purpose. One of the officers of the company, Joe Davenport, was taking a vacation, so we made the sales during January complimentary to him.

We asked the salesmen to wire in every night, at our expense, a report on their sales for that day, and if they made no sales, to wire in that fact. By doing this, first of all, we got our salesmen on the road at least a week earlier than usual. To increase interest in the occasion, a series of bulletins was sent out, illustrating the contest by cartoons, featuring the salesmen as horses on a race track and showing the sales by means of a thermometer.

The net results were that the salesmen worked harder than ever before, because they hated to report no sales. The cost of this campaign was about \$400 in telegrams, perhaps \$100 for art work and another \$200 for postage, mailing, etc., so that the total cost was about \$700. The result was that we had, by far, the largest January in the history of the business and an increase of over \$100,000 in sales this January over any previous one. We had set our hearts on \$300,000 worth of business, which looked to us like an impossible figure, and we actually got \$325,000.

Naturally, you expect a reaction from this in February, but as a matter of fact our sales during February beat last year's without any special effort.

M. M. Wanderman Joins C. E. Brinckerhoff

M. M. Wanderman has joined C. E. Brinckerhoff, Chicago advertising agency, as head of the plan and copy department. He was formerly advertising manager of Goodwear Chicago, Inc., wholesale tailors.

Studebaker Sales Greater

The Studebaker Corporation, South Bend, Ind., reports net sales of \$161,362,944 for 1925, compared with \$135,406,054 in 1924. The net profits, after charges, for last year were \$16,619,522, against \$13,773,869 reported for the previous year.

Texarkana Papers Sold

The Texarkana, Tex., *Four States Press* and *Texarkanian*, have been sold to D. W. Stevick, publisher of the Champaign, Ill., *News-Gazette*. He will take possession on May 1.

Reader Interest *and* Circulation Quality

News stands are congested with a mass of magazines selling at five, ten, fifteen, twenty, and twenty-five cents a copy.

A Magazine of Fashion selling at Thirty-Five cents must obviously possess unusual editorial value to attract readers at that price.

It is further obvious that a Magazine of Fashion selling at such a price must look for its readers among the same women that Fifth Avenue looks to for its charge customers.

Fashionable Dress has the largest circulation of any Magazine of Fashion selling at Thirty-Five cents a copy.

FASHIONABLE DRESS

Member Audit Bureau of Circulations

Mr. and Mrs. Cincinnati



\$24,220,000 for a home!

During 1925, 2,413 Mr. and Mrs. Cincinnati Home-Builders turned dreams into real homes. In doing so, they spent \$24,220,000, not counting furniture, decorations, etc.

During these same twelve months, The Enquirer carried 1,665,608 lines of real estate and building advertising, more than any other Cincinnati newspaper.

N. B.—This advertisement is one of a series appearing as a full page in The Enquirer

THE CINCINNATI

"Goes to the home"

Mrs. Cincinnati Home-Builder

*and the most important
building in the world*

"I think there ought to be a terrace at the rear. And—"

"Don't forget the fireplace. It must be big—room enough for a whole log. And we'll put a ship model—"

"Oh, I saw the best looking one today. And it costs only—"

Happy evenings, these. Evenings of dreaming, planning, figuring. Finally, out in some pleasant suburb, saws begin to sing and hammers to ring—a snug little home arises.

Here, most every day, Mr. and Mrs. Cincinnati Home-Builder come. And such weeks of eager waiting! But at last "moving day" arrives—Mr. and Mrs. Home-Builder are in their own home now!

On this same "moving day," an old address will be crossed out and a new address noted

on the subscriber lists of The Daily Enquirer. For Mr. and Mrs. Home-Builder wouldn't think now of doing without the paper that helped them through the period of planning and building—that brought them the latest real estate and building news, ideas for interior decorating, information on household conveniences.

Within the next few months, some 2,000 Mr. and Mrs. Cincinnati Home-Builders will travel the road from dreaming to owning. And every milepost along the road will be marked with dozens of purchases. . . .

You, Mr. Advertiser, have many things to sell that Mr. and Mrs. Home-Builder will buy during that time. Is it too soon to start selling them in the medium that Mr. and Mrs. Home-Builder read—The Daily Enquirer?

I. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles



ENQUIRER

stays in the home"

As you stroll thru the advertising cemetery look at the graves of the people who tried to cover too many markets at once and failed to cultivate properly such rich salesfields as the Greater Detroit area—don't mistake it for a "one paper buy" even though the Detroit Times has over 225,000 evenings and 300,000 Sundays. Use *two* evening and two Sunday papers—and use them well.

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Changing the Product to Fit the Times

How The Troy Sunshade Company Has Come Through a Chameleon-like Existence

By B. Houser

Vice-President and General Manager, The Troy Sunshade Company

SOMETIMES I hear people kick about business. Corsets are going out of style, or the flappers are wearing longer stockings and shorter skirts, or silk has taken the place of cotton, or what have you?

It always amuses me when I hear men start to worry about what they are going to do if somebody in Paris says something must be done in a different manner than it has been in the past. One would think to hear some men talk that chaos was right around the corner and that they are helpless to prevent women's fashions from closing their factory doors.

When I look back on the history of our own business I can say to these calamity howlers: "Be courageous. Don't worry. Be a chameleon and change fast."

As I recall the history of our business, I find it to be a cemetery of things which have enjoyed their vogue but are now relegated to oblivion. When The Troy Sunshade Company came into existence, back in 1885, it made the old-fashioned adjustable sunshade for carriages. It will take some old-timer in the organization to which this publication comes, to remember what jagers and even surreys were, and yet for many years our company made the adjustable carriage sunshades which were hung from one canopy post

to another on surreys, jagers and similar conveyances.

It was a good business while those sunshades were in vogue, but fickle fashion and changing buying habits changed the idea of what

BRINGING SUMMER'S COLOR AND COMFORT INDOORS



A NEW AND INTERESTING COLOR SPOT for your Sun-Parlor or Living Room

Here business is revolutionizing a product which never before applied to indoor furnishing - a sun-parlor with modern, interesting features. In addition to the comfort of stylish lounge furniture, it establishes a relaxing spot of outdoor beauty in the heart of your home.

The Troy Sun-Parlor Suite consists of three ornamental glass-top chairs and the handsome Sun-Table. The latter has

a permanent glaze on its natural white finish, giving security and quiety back and forth on wheels mounted in flowing half-moon shape.

Available in a variety of colors and styles, some suitable for the most sophisticated and others for living rooms, others sturdy enough for porches, terraces or lawns.

Good dealers are ready, now, to discuss plans for the comfort and safety of the Troy Sun-Parlor Suite.



THE TROY SUNSHADE COMPANY

TROY, OHIO, U.S.A.

AFTER ADOPTING AND DROPPING MANY ITEMS, THE COMPANY IS NOW ADVERTISING SPECIAL SUITES OF FURNITURE

was the proper thing to hang from posts on jagers, and we changed with it. As one vogue went out, we began to manufacture products to fit another. It was, therefore, along about 1898 that we began to make wagon umbrellas, plain and printed, and made the hundreds of thousands of them that formerly decorated (?) the landscape. We

also began to make canopy tops with fringes for carriages and buggies. That went along fine for a few years and all the time we were telling our customers what we made and why, by means of direct-mail advertising.

And then along came that new-fangled contraption known first as the devil wagon—the horseless carriage. When it came down the road to scare the horses and take away our market for canopy fringed tops for buggies, we again changed like the chameleon and began to manufacture automobile windshields. We still make them and are doing very nicely at it, thank you.

While we were making wagon umbrellas, we kept our eyes open for other uses for umbrellas. It may surprise some of my readers to know that as long as twenty-five years ago people began to use beach umbrellas and garden umbrellas and thus the wagon umbrella evolved into the present bright-hued beach and garden umbrellas which are seen at every recreation place in America and at many of those in Europe. We have photographs of the King and Queen of Spain, the Queen Mother and the recent Dictator sitting at tea beneath our garden umbrellas.

With such a line, we naturally were led into making the metal furniture which accompanies the garden umbrellas and upon which so many thousands of people nowadays serve tea with cinnamon toast or what not. The natural outlets for these garden umbrellas were the big department stores of the country. Our salesmen calling on these buyers found that they were frequently buying couch hammocks for the same department and were also buying other porch and garden furniture which we could make with covering fabrics to match those which go into our garden umbrellas. We thought, therefore, that we might just as well offer them complete suites and even complete layouts and this has developed to the place where we are able to show the magnificent settings like those found at the new Miami Biltmore at Coral Gables.

But to come back to our entry into the couch hammock industry. Everything that we built in that line was new.

Look at the copies of the big national publications during the spring and you will find that a whole lot of advertisers do not think that their page of copy for soap, soft drinks or what not is complete unless the setting is portrayed with the garden umbrella layout that we are making. The next time you see the Sisters Gish or Norma Talmage in a movie showing high life in the summer time, you will probably see one of our garden umbrellas and some of our chairs with coverings to match the umbrellas.

In addition to the changes I have already indicated, we have, for twenty years, been in the field of cloth specialties, including a line of carpenters' aprons, parcel post mailing bags, laundry bags, school bags, typewriter covers, vacuum cleaner bags, automobile tool kits, and numerous other cloth articles which we manufacture on contract.

To the manufacturer who is afraid that the submarine boat of fickle fashion will rise up out of nowhere and sink his business, let me spread a word of cheer and help. We have *lived* on fads and fancies for twenty years. That means that every year we have to do our best to cater to a new fad or even to help induce one. As we look back on the things we have made that are now dead, we are glad that we had sense enough and were keen enough to jump to a new one as it came along, and our business has increased all the time. As we look ahead to the future the good Lord himself only knows what it will have in store for us in the way of some new specialties or new fashions, but we know that our own future will be determined entirely by our own hopefulness, alertness, resourcefulness, inventiveness and a continuation of our ability to change with the times and respect the wishes of the American people for new things. When the country is extremely prosperous the things we make



Thousands of Extra Readers

—“handed to you on
a silver platter!”

PHYSICAL CULTURE'S circulation is growing faster today than ever before in its history. With a present rate based on a guaranteed circulation of 300,000, it is gaining readers at the rate of about 10,000 a month. The print order for the April issue is 410,000 copies.

The rate will be adjusted with the September issue, but you can still buy space at the present low rate in the May, June, July and August issues.

By using these four issues of *Physical Culture* your advertising will be read by thousands of extra readers for which you will pay nothing.

This constantly growing circulation bonus presents a wonderful opportunity to advertisers to make test campaigns in *Physical Culture* when conditions are most favorable to the advertiser.

Final forms for the May issue close March 20th.

Make your space reservations now.

Physical Culture

W. C. W. DURAND, *Advertising Director*

1926 Broadway

New York

are of a luxury type. When the country gets depressed, our specialties become largely of a necessity type. We are chameleons and proud of it, and glad to change color at the order of our big customer, the American public.

At the same time, we have all of us here heard the story of the chameleon which was finally put upon Scotch plaid and went crazy trying to change into a lot of colors at once. We are going to try to avoid that difficulty. We only take up such things as we can manufacture properly with our knowledge and our equipment. We don't try to run all over the lot, but we are never afraid to tackle a new thing as it comes up, to attempt to fill to the best of our ability a new want dictated by fashion and served by us. If the public wants a new thing, if the buying habits of our customers change, we don't keep following the set policy of cussing out the new generation or the new fad and manufacturing only the old. We say that if they want it we will try to make it. And, after all, every manufacturer is in business to serve his public. He must make something that people are using now—today.

The products we make may change, but we try to keep steady on one thing, and that is in our alertness to discover the changing buying habits of our customers and to meet them before they leave us with a factory making something they don't want any more.

Tiffany-Bayless Agency Changes Name

The name of the Tiffany-Bayless Company, Cleveland advertising agency, has been changed to the Bayless-Kerr Company.

General Ice Cream Company Appoints E. J. Finneran

The General Ice Cream Company, Schenectady, N. Y., has appointed E. J. Finneran director of sales and advertising. This company, which recently purchased the Nestlé's Ice Cream Company, Binghamton, has plants in sixteen other cities in New York. Verne Hovey is president.

The Tracy-Parry Company, Philadelphia advertising agency, has been appointed advertising counsel.

Carl J. Balliett Agency Opens St. Petersburg Office

Carl J. Balliett, Inc., Greensboro, N. C., advertising agency, has opened an office at St. Petersburg, Fla. Harold G. Anderson, recently with the Tampa, Fla., office of The Caples Company, is in charge of the new office.

"Motor Maintenance" to Appear in June

The first issue of *Motor Maintenance*, a publication for maintenance station customers of automotive jobbers, will appear in June. It will be published by Topics, Inc., Chicago, publisher of *Jobber Topics*.

"57" Didn't Miss It

"This is the 57th day of the 57th year of the 57 Varieties" was the heading of recent newspaper advertising to celebrate an eventful day in the history of the H. J. Heinz Company. Then came a list of the 57 Varieties of the Heinz company followed by the question "How many have you tasted?"

Brooklyn "Standard Union" Now One Cent

The newsstand price of the daily and Sunday editions of the Brooklyn, N. Y., *Standard Union* has been reduced from two cents to one cent.

Moto Meter Income Greater

The report of the Moto Meter Company, Long Island City, N. Y., and subsidiaries, shows a net income of \$1,794,592, after charges, for 1925. This compares with \$1,284,685 net income for the previous year.

Chain Store Sales Continue to Gain

Company	Sales February 1926	Sales February 1925	% Gain	Two Months Total Sales 1926	Two Months Total Sales 1925	% Gain
F. W. Woolworth...	\$15,478,497	\$14,853,254	2.4	\$30,640,651	\$29,054,482	1.9
S. S. Kresge	7,496,429	6,644,378	12.8	14,947,189	13,316,191	12.2
J. C. Penney	5,477,725	4,258,003	28.5	10,444,776	8,186,850	27.6
First National	4,247,185	3,720,607	14.1	8,589,664	7,876,855	9.0
S. H. Kress	3,280,171	2,850,425	6.8	6,326,196	5,646,555	8.3
McCrary Stores	2,173,706	1,783,258	21.8	4,331,152	3,488,166	24.1
W. T. Grant	1,951,069	1,795,897	8.6	4,015,985	3,611,939	11.2
F. & W. Grand	628,623	470,677	33.5	1,270,105	885,213	43.4
People's Drug Stores	437,215	418,139	2.2

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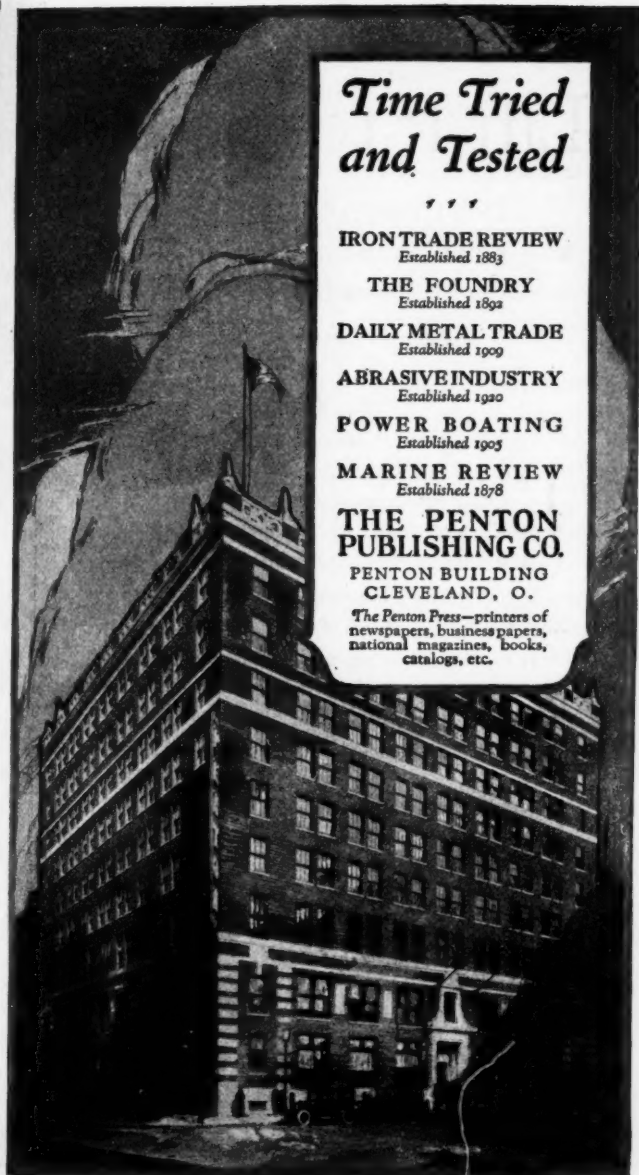
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Time Tried and Tested

IRON TRADE REVIEW
Established 1883

THE FOUNDRY
Established 1892

DAILY METAL TRADE
Established 1909

ABRASIVE INDUSTRY
Established 1920

POWER BOATING
Established 1903

MARINE REVIEW
Established 1878

**THE PENTON
PUBLISHING CO.**
PENTON BUILDING
CLEVELAND, O.

The Penton Press—printers of
newspapers, business papers,
national magazines, books,
catalogs, etc.

"Lift It to the Top"

Don't bury your big "selling-point" in the body of an ad—put it out where it's certain readers cannot miss it.



LIKE the flower in Gray's *Elegy*, many important selling points in advertising are "born to blush unseen." Unfeatured, they remain unknown to the reading millions.

If your product has an exclusive selling feature, print that feature out in the open in every ad you run.

If it is buried in the text, lift it to the top. Feature it so that even the most hurried reader will not fail to see it. Doing this will multiply the value of the space you buy.

Readers don't spend time digging selling points from advertisements. This is a busy world. They leave it to the advertiser to best display his wares—then give him oftentimes a fifth of a second, or less, to win or lose his case.

Failure to feature prominently the real "news" of a product is a grave mistake in advertising. A mistake that counts its cost in lost sales by the score.

Thus successful advertisers "feed" their copy to the public on the same lines a newspaper "feeds" out news.

The headline tells what the advertisement is about—and just that quickly “flashes” its “feature” into the reader’s mind.

It’s always remembered that some people gain all their news from headlines. That is all they read. Others want all details. Good news stories and good ads “strike home” with both these types of readers.

Outstanding successful advertising agents embody that knowledge, in one way or another, in every ad they prepare.

Every ad succeeds, either in major headline or in sub-head, in “registering” its product’s central selling feature on the millions—succeeds whether or not the text that follows is read or passed by.

Advertisements so constructed make the most successful from a dollars and cents standpoint known. For they lose no single chance to “sell.”

Go into detailed information in the text of your ads—use as many words as you will—interested people want *all* the facts. But make sure and take care that those who don’t get that far into your ads “get your story” too.

It’s one of the basic principles of common-sense advertising. And common sense, above all things, thus far has scored uncommon results in advertising.



LORD & THOMAS

Advertising

NEW YORK
247 Park Avenue

LOS ANGELES
1151 South Broadway

LONDON, ENGLAND
Victoria Embankment

CHICAGO
400 North Michigan Avenue

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas units to the client's interest.

The Car Ride Is Advertised Like Any Commodity

There Are Many Good Pointers for Street Railway Utilities in This Full-Page Newspaper Campaign

MANY industries have permitted themselves to drift into a position where the public begins to feel that it is only a matter of time before the product or service will be entirely obsolete. The street railway companies are, to some degree, in this situation, although actual figures show that street cars are being used, today, by more people than ever before in the history of this system of transportation.

However, most of them are doing nothing to impress upon the public the need for the service they render. Recently, however, the United Railways, of Baltimore, gave a demonstration of what may be done to re-establish the street car in the public mind, as a necessary and efficient system of transportation.

The campaign started in January. Since that time, the readers of five Baltimore newspapers have been given a weekly diet of full-page advertisements devoted to the art of selling transportation. The use of liberal space throughout the year is planned.

The keynote of the advertising is that the car ride is an article of merchandise, with selling points that command public attention. There is a complete absence of propaganda, and there is no plea for sympathy. The copy includes no broadsides bearing facsimiles of the railway president's signature, and no argument in favor of higher fare. The one domi-

nant thought is that the company has a service to sell and that the public needs this service.

One of the most forceful selling arguments employed in the campaign involves the relative convenience of street cars and motor



RIDE THE CARS

When it comes to getting about town your car check will buy more transportation than your dollars.

You do not have to buy the street car. You do not have to rent a garage for it. You do not have to carry insurance. You do not have to supply its power. You do not have to keep the tires pumped up. You do not have to drive it. You do not have to park it.

The safest, easiest, cheapest way to get from one part of Baltimore to another is to

Ride the Cars



THIS COPY SELLS A SPECIFIC COMMODITY—A CAR RIDE

vehicles as instruments of transportation in the districts of greatest traffic congestion. In the full-page display dealing with this subject there is an illustration which consumes half of the space that gives an eloquent depiction of conditions as they exist in the heart of the shopping district.

Throughout the entire series, the dominant idea is that of encouraging the public to patronize the street railway lines because of personal convenience and economy. The keynote of the mer-

chandising campaign is expressed in the line "Ride the Cars," which appears at the bottom of each message.

The public reaction has proved wholly favorable. People are no longer asking, as in former days, what the street railway company is after that causes it to spend money on advertising space. The character of the new copy makes it obvious that the company is after patronage, and that it is buying space because it has something to sell.

Many inquiries have been received by the company from street railway systems in other cities, giving evidence that the campaign is attracting widespread attention and that other of these utilities are contemplating the use of paid space in newspapers.

G. J. Auer Addresses Schenectady Club

George J. Auer, national advertising manager of the New York *Herald-Tribune*, spoke at a recent meeting of the Schenectady, N. Y., Advertising Club. A large number of club members and other local business men attended the meeting to welcome Mr. Auer, who, as advertising manager of the Schenectady *Gazette*, is a former resident of the city.

Puget Sound Campaign About to Start

The 1926 campaign of the Puget Sound & British Columbia Association will start on March 17 and end on July 2. Full pages will be used in California newspapers. This campaign is being directed by the Botsford-Constantine Company, Inc., Seattle, Wash., advertising agency.

Lee Thompson with Detroit Agency

Lee Thompson, recently assistant advertising manager of the Truscon Steel Company, Youngstown, Ohio, and formerly advertising manager of the Larowe Milling Company, Detroit, has joined Cole-MacDonald-Wood, Inc., Detroit advertising agency, as an assistant executive.

"United States Investor" Appoints W. R. Whelpley

Whitney R. Whelpley, who has been with the *United States Investor* for a number of years, has been appointed associate business manager, in charge of a newly opened office at Chicago.

Canadian Magazine Publishers Meet

The Magazine Publishers Association of Canada recently held a dinner at Toronto, which was attended by representatives of advertising agencies and national advertisers. Among those who spoke were John B. Watson, vice-president of the J. Walter Thompson Company, New York, and R. H. Coombs, general manager of the Canadian National Carbon Company, Toronto. G. H. Tyndall, business manager of *Maclean's*, Toronto, who is president of the association, presided.

Motorist Class Group Additions

The following publications have become affiliated with the Motorist Class Group of the Standard Class Publications, Inc.: Chicago: the *Oakland County Motorist*, Pontiac, Mich., *Elgin Motor Club News*, Elgin, Ill., *Lansing Motorist*, Lansing, Mich., and the *Booster*, Lawrence, Mass.

New Accounts for Montreal Agency

The A. Ramsev & Son Company, paint manufacturer, and H. Simon & Sons, Ltd., cigar makers, both of Montreal, have placed their advertising accounts with Purkus & Sutcliffe, advertising agency of that city.

L. F. Sinclair with Smith- Hecht Company

L. F. Sinclair, director of sales of the Animated Products Corporation, New York, for the last two years, has joined the Smith-Hecht Company, Indianapolis, electrical window displays, etc., in a similar capacity.

Robert Reis Sales Gain

Robert Reis & Company, New York, Reis underwear, hosiery, etc., report net sales of \$7,868,826 for the year ended December 31, 1925. This is an increase of about \$700,000 over the previous year. Net profits, after charges, were \$348,752 last year, compared with \$115,227 in 1924.

C. A. Long, Jr., Appointed by H. D. Beach Company

The H. D. Beach Company, Coshoc-ton, Ohio, manufacturer of lithographed metal displays, etc., has appointed C. A. Long, Jr., as its sales representative in the Philadelphia territory.

Two Newspapers Appoint Carpenter & Company

The Michigan City, Ind., *News* and the Kirksville, Mo., *Journal*, have appointed Carpenter & Company, publishers' representatives, to act as their advertising representatives.



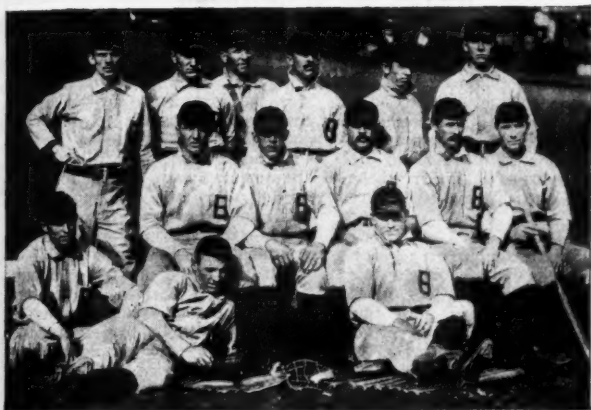
Friends for Years

W. O. McGeehan, dean of sport writers, has hunted and fished and talked baseball with Wilbert Robinson for years.

There is no man better qualified to write the life story of the best loved and most successful figure in baseball today.

Begins in the March issue of

The Elks Magazine



Can You Pick Them?

**McGraw, Keeler, Jennings, Clarke,
Doyle, Robinson, and Kelly.**

Just to help you a bit—McGraw is the little thin fellow standing at the extreme left.

This is a photo of the old Baltimore Orioles that forms one of the many illustrations for W.O. McGeehan's serial biography of "Robbie" beginning in the March issue of

The Elks

Magazine

The Largest Magazine for Men
850,000 *Identified* Subscribers

50 East 42nd Street

New York City

A Business Tries Out Plan of Eliminating Salesmen

Distribution Costs Are Too High to Let Sentiment Make Them Higher

By George McWilliams

NO worthy business can long afford to tolerate conditions that are unfair either to its stockholders or to the general public which buys its merchandise. Present-day wastes in business are not in production so much as in high selling costs—too much money spent on the distributing end of business.

I don't believe that C. C. Casey's rather heartless plan of replacing old salesmen with younger men who will work for less money would be feasible in most businesses; certainly not in those where engineering skill and technical knowledge is an essential to good selling. But I do believe Mr. Casey breaks new ground and gives manufacturers something to consider carefully when he asks them to think what they owe the public as well as what they sentimentally owe the men who for years have been representing them on the road.

It seems obvious that if a manufacturer has a number of salesmen who have been with him a long time and whose increases in salary have been due more to length of service than to a continuing increase in volume or better resale ideas which have enabled their retail customers to sell goods economically, he is penalizing both the stockholders in his company and the general public.

The only way prosperity can continue is to distribute our national increase in production each year at a decrease in cost.

I have a substantial stock interest in a company which has been in existence eleven years. During this time some small profits have been made and put back into the business. The original selling force of two men had been increased to nine, whose average income was \$3,200 a year. Those who had been there since the business started

were receiving twice as much as younger men who were producing almost as much in volume. There was the first waste which struck me as being unfair to our customers, as we looked over the records one evening last fall. Either the new men were getting too little or the older men too much. Both were calling on the same class of trade—large chain stores and department stores. Looking at it from the standpoint of the customer only, it seemed obvious that merely because Paul Henderson had been with us for eight years and had been raised every year since, had married and bought a car, was no real reason why he should be distributing goods at a cost 250 per cent above Ed Davis who graduated from college in 1923. The salaries and traveling expenses of all the men cost the company slightly more than \$50,000 per year.

EXPENSES HAD TO BE CUT

At a stockholders' meeting the matter was debated. It was clear that if a square deal was to be given the stockholders, this big expense had to be cut down.

The name and reputation of the business had become established. Most of the customers had been on the company books for some time. New customers came, as a rule, as a result of recommendations from the old.

While every salesman had stories of old customers whose business he had increased or who had been held in line when a competitor was about to win them away, it was suspected that not all the business would drop away if all calling was abolished. The president of the company agreed that he could make periodic service calls upon most of the big customers and that close contact with the re-

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mainder could be maintained by means of a carefully planned mail campaign.

It was further decided that a loss of 35 per cent in sales could be borne and a greater profit be made if the \$50,000 expense could be eliminated.

One of the salesmen was brought into the production side of the business, another was put in charge of the mail campaign and special service jobs and the rest were let go. Prices on the service were slightly reduced and customers were told of the change in selling policy.

Somewhat to the surprise of everyone, it was seen at the end of three months that sales, instead of dropping off, had actually increased by an appreciable amount and for the first time in the history of the business it is on the way to a year of really substantial profits.

There are some businesses maintaining an expensive sales force as a matter of habit, or because they think it is the thing to do. A careful analysis of sales costs in relation to total volume, and the substitution of less wasteful methods would lead in certain cases to more profits for stockholders and better prices and service to the customer and general public.

Piston Pin Account for Cleveland Agency

The Burgess-Norton Manufacturing Company, Geneva, Ill., maker of B-N piston pins, has placed its advertising account with Oliver M. Byerly, Cleveland, advertising agency. Automotive trade papers in the service parts field and direct mail will be used.

R. W. Andrews Joins Los Angeles Agency

Ralph W. Andrews, recently with the Minneapolis division of the Standard Oil Company of Indiana, has joined the copy department of The Wm. A. Ingoldby Company, Los Angeles advertising agency.

J. E. Plant, Vice-President, Richardson-Briggs

J. E. Plant, who has been with Nelson Chesman & Company, for the last thirteen years, has joined The Richardson-Briggs Company, Cleveland, advertising agency, as vice-president.

Filing Equipment Bureau Formed at Boston

The Filing Equipment Bureau has been organized at Boston, by C. H. Cobb, R. H. Charlton and W. R. Washburn, all of whom were with the Library Bureau. Mr. Cobb, president of the Filing Equipment Bureau, was in charge of service and production of the Library Bureau and had been with that company for twenty-five years. Mr. Charlton, who had been with the Library Bureau for twelve years, is treasurer. Mr. Washburn, formerly vice-president of the Library Bureau, is a member of the board of directors.

The Kenyon Company, Boston advertising agency, has been appointed to direct the advertising of the Filing Equipment Bureau.

C. A. Kimball Transferred by Art Gravure Corporation

Charles A. Kimball, production manager of the Art Gravure Corporation, New York, has been transferred to the Chicago plant as manager. F. E. Wilkinson, who has been with the McGraw-Hill Publishing Company, New York, has joined the Art Gravure company as production manager of the sales department.

H. A. Rogers Joins Dallas Service

H. A. Rogers has joined the Herbert B. Carpenter Advertising Agency, Dallas, Tex., which will be known hereafter as the Carpenter-Rogers Company. Mr. Rogers has been sales and advertising manager of the Davis Hat Company, of that city, for several years.

W. L. Raymond with Albert Frank Agency

Walter L. Raymond has joined Albert Frank & Company, New York advertising agency. For the last year he has been director of the service bureau of *Popular Radio*, New York. He had been advertising manager of The Upson Company, Lockport, N. Y., for five years.

"Better Busses" Changes Name

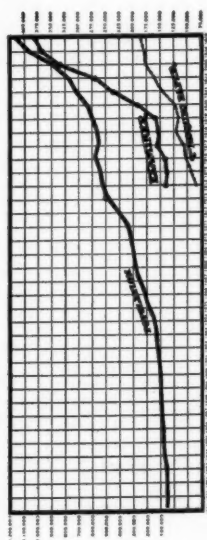
The name of *Better Busses*, Pittsburgh, Pa., has been changed to *Better Busses and Motor Coach Transportation*.

Joseph E. O'Connor has been appointed Western manager at Chicago. George H. Hanauer will be Eastern manager with offices at New York.

J. S. Sammons with Beardsley & Piper Company

J. S. Sammons has joined The Beardsley & Piper Company, Chicago, manufacturer of foundry machinery, as sales manager. He had been with the Art Lamp Manufacturing Company, Chicago, for four years.

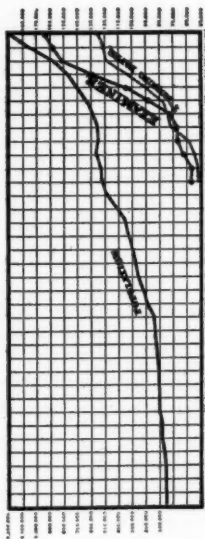
It's easier to hold old friends than it is to make new ones!



Reaching the newcomers!

Here is a graphic chart of comparison between population growth in Los Angeles from 1890 to 1926, and the rise of circulation of Sunday papers in Los Angeles since 1914. Note how The Los Angeles Sunday Examiner sweeps upward at a rate even swifter than that of the population line. As time progresses, rewarding

back the lines of Sunday paper growth converge
350,000 Iowans, **300,000** folks
 from **Illinois**, **150,000** from
Missouri.



Climbing to new sales heights!

Newcomers bring cash, and not much else. They have even left prejudices behind them. That's why newcomer circulation based upon merit alone, is so rich in sales to advertisers. See, here, how the line of Examiner DAILY growth climbs ever upward and upward, away from so-called competition. There **MUST** be a reason for people paying more each month to read this paper than they would have to pay for any other. **They would like to buy the popular brands they knew "back home."** But other advertisers out here are not.

The Los Angeles Sunday Examiner sweeps upward at a rate even swifter than that of the population line. As time progresses, rewarding growth of Sunday paper growth converge with the line of Sunday paper growth.

I 350,000 Iowans, 300,000 folks from Illinois, 150,000 from Missouri.

150,000	Ohio
75,000	New York
75,000	Kansas
75,000	Pennsylvania

Some communities near Los Angeles are almost totally made up of the people of Iowa, Illinois, Ohio and roundabout.

Even though you come into the prosperous Los Angeles market "cold," The Los Angeles Examiner's Merchandising Service Department can render substantial help in obtaining retail distribution.

The only newspaper in Los Angeles to GAIN in local advertising during 1925!

**165,000
Daily**



**385,000
Sunday**

JOSEPH CONNELL, 571 Monadnock Bldg., San Francisco, Calif.
WM. H. WILSON, 915 Hearst Bldg., Chicago, Ill.

growth climbs ever upward and upward, away from so-called competition. There MUST be a reason for people paying more each month to read this paper than they would have to pay for any other paper. They would like to buy the popular brands they knew "back home." But other advertisers out here are winning their friendship.

Consider your popularity in the Middle West, then check on where you stand in Southern California. If you're not in the same relative position here, or better, it's because you haven't learned that it's easier to hold old friends than to make new ones!

What Information Do Your Dealers Want?

An Answer to This Question Based on a Study of Several Hundred Thousand Questions

By Howard Egbert

Publicity Director, The National Cash Register Company

THE merchandising problems of retailers are changing continually. To help merchants adjust their methods to these changing conditions and thereby make more money, is the purpose of the Merchants' Service Bureau of The National Cash Register Company, Dayton, Ohio.

This bureau was established in March, 1922. It has grown rapidly in response to calls for help from the business men of the country. The number of requests for service has increased steadily. The first month of the service, twenty-two questions were asked and answered. Today, the number averages between 350 and 400 a day. During the year 1925, 106,864 were answered. These came chiefly from the merchants of the United States and Canada but there were hundreds from Europe, Australia, Latin America, and South Africa, with an occasional one from Japan, China, and other countries of Asia.

The basis of profitable business, the Merchant's Service Bureau has discovered, is to be found largely in the development of successful salesmanship. It used to be thought that anyone could be a clerk or salesperson. The need for good health, a trained mind, an intelligent conception of relationship between salespeople and proprietors and between salespeople and customers, never seems to have entered into the thought of thousands of store owners and employees. The bureau is helping to discover and teach the art of better retail salesmanship.

The bureau is designed to take the doubt out of merchandising and to establish facts in its place. In serving the business public, the bureau does not require that the inquiring merchant be a user of a

National Cash Register. Its information and counsel are given to all alike.

Speakers are sent out by the bureau to address groups of business men or audiences of salespeople assembled by proprietors who want their employees to hear about new and better business-building methods.

Charts, pamphlets by the millions and a handbook of business methods, entitled "Better Retailing" have been in large demand. Special studies of certain merchandising lines have been made. All these helps are used to assist in this tremendously important business of building more profitable retail business.

Two purposes are involved in all this: First—to help the merchant. Second—to train the company's selling force.

The bureau has learned, through its research work, that retail salespeople need to be trained, not only to sell, but to serve their employers usefully. A check-up on how salespeople in many different kinds of stores spend their time reveals the following figures:

Walking	30	per cent
Loafing	15	" "
Useless Talking	10	" "
Stock-keeping	15	" "
Cleaning	15	" "
Selling	15	" "

Since selling is the most important thing in a store, it may surprise some readers to know that the average employee spends as much time in loafing as in selling and twice as much in walking. There are more than one and a half million retail stores in the United States and Canada, the chief source of supply for 130,000,000 people. Figure out for yourself the time lost in a year.

Why are customers lost in retail

Comments on the FOURTH ANNUAL

Fourth Annual of Advertising Art published by the Art Directors Club of New York. Distributed by the Book Service Company, 15 East 40th Street. Over 500 illustrations. 128 pp. \$6.00.



ONCE AGAIN, this time upon the glossy-coated pages of a book, the most noteworthy illustrations that appeared in advertisements during 1924 renew their life.

At least, from thousands that were submitted, the Art Directors Club has culled some three hundred and thirty drawings and said: "These are the best."

Here are illustrations drawn largely by men who command the highest prices for their talent. These illustrations

were used in advertisements where the cost of the space was commensurate with the investment in artwork.

To this extent, then, we may say that the complete advertisements shown in this book are representative of America's leading advertisers.

One hundred and ninety complete advertisements are reproduced. We checked these over to see what tendencies in advertising might be observed in so impressive a group.

We find that eighty-two per

GEORGE BATTEN COMPANY, INC. * NEW YORK * CHICAGO * BOSTON

cent of these advertisements have headlines.

Less than one-quarter of these headlines reveal the name of the product advertised. And this applies to both headline and subheading.

In other words, eighty per cent of all these advertisements contain no display type above the text that gives any inkling of the name of the product.

Only sixty per cent of the advertisers picture their product in the main illustration. Nearly forty per cent deem it better practice to use illustrations in which neither their product nor its use is depicted.

WE HAVE our own very decided opinion on the ques-

tion of running advertisements without headlines.

We shall be glad to tell you why we think the name of your product does not belong in the heading or subhead—or why it does.

And most certainly there are ways of deciding whether your product should be shown in the main illustration—or whether it should not.

There are a few other questions in advertising that have to do with the making of advertisements. Unimportant as they may seem to some, we should take a particular pleasure in discussing them with the man who hopes that his advertisements will be seen, noticed, read, and believed.

GEORGE BATTEN COMPANY, INC.

Advertising



NEW YORK
387 Madison Avenue
BOSTON
10 State Street
CHICAGO
McCormick Building

GEORGE BATTEN COMPANY, INC. • NEW YORK • CHICAGO • BOSTON

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E-Sa
F-Sa

stores? Here, again, the Merchants' Service Bureau has the answer. A total of 200 people gave the following reasons for quitting trading with a certain merchant:

Indifference of salespeople.....	47
Attempts at substitution.....	24
Errors.....	18
Tricky methods.....	18
Slow deliveries.....	17
Over-insistence of salespeople.....	16
Insolence of salespeople.....	16
Unnecessary delays in service.....	13
Tactless business policies.....	11
Bad arrangement of store.....	9
Ignorance of salespeople about goods.....	6
Refusal to exchange purchases.....	4
Poor quality of goods.....	1

These figures need no elaborate argument. They speak eloquently of defects in selling which can be remedied if proper study is given to the subject.

Many merchants do not know how stock-turn affects their profits. The bureau furnishes a chart showing various lines of businesses and what the average stock-turn is per year.

AVERAGE STOCK-TURN PER YEAR

Stores	Number of Stock-turns
Tobacco (Chain)	50.0
Grocery (Chain)	40.0
Grocery, Meats, etc.	14.0
Drugs (Chain)	12.0
Candy	10.0
Grocery	10.0
Clothing (Women's)	6.0
Hats (Men's and Boys')	6.0
Auto Tires and Accessories	5.7
Specialty Stores	5.0
Tobacco (Individual)	5.0
Department Stores—A	4.4
Men's Wear	4.0
Paint	4.0
Department Stores—B	3.8
Haberdashery	3.6
Department Stores—C	3.2
Millinery	3.1
Books	3.0
Dry Goods	3.0
Electrical Goods	3.0
Furniture	3.0
Leather Goods	3.0
Department Stores—D	2.8
General Merchandise	2.8
Stationery	2.8
China	2.5
Department Stores—E	2.4
Drugs (Individual)	2.3
Hardware	2.3
Clothing (Men's)	2.2
Department Stores—F	2.0
Shoes	1.6
Jewelry	0.9
A—Sales over \$10,000,000	
B—Sales \$4,000,000—\$10,000,000	
C—Sales \$1,000,000—\$4,000,000	
D—Sales \$500,000—\$1,000,000	
E—Sales \$250,000—\$500,000	
F—Sales under \$250,000	

The problem of getting salespeople interested in their employer's business is a pressing one. The bureau knows of one case of a merchant who made sales which profited the store \$2,745, while two salespeople in his employ actually showed a loss to the establishment. In this case, the proprietor was working for his clerks, not they for him.

It was discovered, shortly after this bureau was established, that a large percentage of the letters of inquiry related to the subject of collecting past-due accounts. A series of collection letters was devised and sets were furnished to all merchants who asked for help on this problem.

Another discovery made was that some merchants who have been in business for as long as thirty years, really do not understand how to figure selling prices. It was found that there is a great deal of guesswork among merchants. These merchants cannot understand why their business does not show a profit.

The bureau thereupon framed "Five Ways to Increase Profits":

1. Push one article daily.
2. Put prices on articles.
3. Suggest specials by phone.
4. Have a daily bargain table.
5. Promote friendly rivalry among salespeople.

These suggestions were elaborated upon in a special bulletin to give merchants information enough to put the plans to work. Letters soon showed that simple though the ideas were, they worked and profits were increased.

Then the subject of how to make the floor-walker useful as well as ornamental came up one day and the bureau gathered suggestions about the qualifications and characteristics for a successful floorman.

The subject of departmentizing a store has always been one of extreme importance. The bureau has approached the matter from the standpoint of recognizing that departmentizing helps to increase sales and profits. Advantages of departmentizing are set forth in the following manner:

1. Profitable lines are revealed.
2. Unprofitable lines are shown up.
3. Stock-turn is speeded up.
4. Correct mark-up can be figured on each line.
5. Inventory is easily kept and checked.
6. Responsibility is put on more people.
7. Salespeople have greater incentive to work, and take greater interest in the store.
8. Better control is obtained.

During the past year, twenty-five questions have stood out most prominently among the thousands that were asked—in all, 106,864 questions coming from stores engaged in 258 lines of business in all parts of the country. These twenty-five subjects account for a total of 96,529 out of the 106,000 questions that were asked. The list, it is reasonable to assume, constitutes a cross-section of what merchants want to know. It is reprinted below.

It has been found that a way can be discovered by which most of the problems of stores can be solved. The Merchants' Service Bureau is a research laboratory into which questions are handed and answers are discovered and are turned out. Instead of digging around the stump as used to be the custom, merchants are being taught the benefits of finding the facts and then facing them. No merchant ever failed because of knowing too much about his business.

Coal Exchange Runs Good-Will Copy

The Philadelphia Coal Exchange, before the strike settlement, used good-will copy in its newspaper advertising. The copy took the form of a warning against the use of substitutes not suitable for home heating. The burden of the appeal was that just as in illness people go to their family doctors for advice because they have confidence in them, so also in the then-existing emergency, coal buyers should go to their regular coal dealers and ask their advice as to what substitute fuel to use.

In part the copy said, "The members of the Philadelphia Coal Exchange, comprising most of the reliable coal dealers of Philadelphia, long ago investigated this substitute question. They arranged to supply substitutes actually best suited to relieve temporarily the shortage in anthracite, the ideal home fuel. They are mindful of the needs of a safe and suitable household fuel. They are supplying it. Why risk disappointment and danger? Continue to rely on your established coal dealer."

N. E. Hopkins with Progressive Composition Company

Norman E. Hopkins, for five years on the Philadelphia sales staff of the Royal Electrottype Company, has joined the Progressive Composition Company, as manager of its new offices at New York.

John A. Ruffin Dead

John A. Ruffin, general manager of the former Noiseless Typewriter Company, died at New York on March 6, at the age of fifty-nine. He had been with the Noiseless company for many years.

Subjects	Number of Times Asked	Per Cent of Total
1. How to collect past-due accounts.....	7,593	7.86
2. How to move slow stock.....	5,906	6.12
3. Advantages of departmentizing and how to go about it....	5,845	6.05
4. How to make and analyze a financial statement.....	5,357	5.55
5. How to speed up stock-turn.....	5,109	5.29
6. How to advertise	5,100	5.28
7. How to increase the average sale.....	5,088	5.27
8. How to pay salespeople	5,017	5.20
9. How to train salespeople	4,986	5.17
10. How to increase employees' interest in the business.....	4,516	4.69
11. How to get new customers.....	4,512	4.68
12. Better window display	4,300	4.45
13. Right way to figure the selling price.....	4,070	4.22
14. How to increase sales volume.....	3,594	3.72
15. How to know what to buy, how much, and when.....	2,938	3.06
16. How to keep necessary records.....	2,826	2.93
17. Does it pay to change from credit to strictly cash?.....	2,808	2.91
18. How to meet chain store competition.....	2,539	2.63
19. How to reduce expenses	2,515	2.60
20. How to regain lost customers	2,396	2.48
21. How to make an income tax report.....	2,147	2.22
22. How to meet cut-price competition.....	1,964	2.03
23. How to meet mail-order competition.....	1,832	1.89
24. How to keep a perpetual inventory.....	1,808	1.87
25. How to conduct a special sale.....	1,763	1.83
TOTALS	96,529	100%

COPY *and* PLAN MAN WANTED

A thoroughly qualified, progressive, copy and plan man, about 35 to 40 years of age preferred, now connected with either a large or small advertising agency, competent, on his own initiative, to devise and assume full direction of merchandising plans and to write the copy for important accounts, will find here unusually pleasant and profitable working conditions. ☞ His talents will have full scope unhampered by petty interference and he will have as co-workers a congenial group of people of exceptional ability. ☞ If you have made a definite place for yourself in the branch of agency work referred to and can show evidence of your accomplishment you should, in justice to yourself, write to us at once, no matter where you are. ☞ Upon satisfactory correspondence we will defray all expenses of your trip for an interview. ☞ Negotiations will be strictly confidential between you and the executives of this company. ☞ The position is open now but we would wait any reasonable time for the right man to adjust his present affairs.

McJunkin Advertising Company

*Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago*

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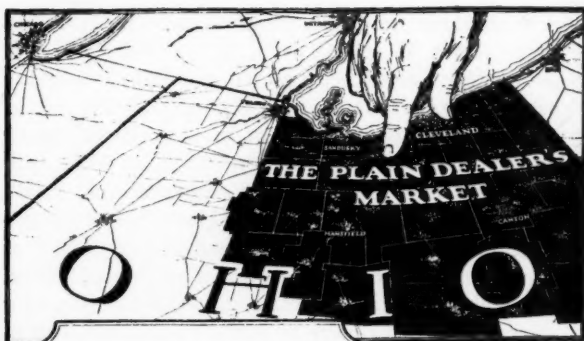
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1.89
1.87
1.83

100%

The way to win Ohio Market



Cleveland Business Gains in February

Factory employment . . .	8.5%
Bank clearings	5 %
Postal receipts	15 %
Power consumption . . .	11.7%
Railroad car loadings . .	14 %

The Plain Dealer
has the BUYERS

The Cleveland P

in Cleveland and Northern Ohio-ON

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

R. J.
T.

in the great Northern the Plain Dealer ALONE

Figures such as those on the facing page illustrate progress—growth—prosperity.

Today sales resistance is at a minimum in Northern Ohio. Buying is the heaviest in years. Over 3,000,000 population concentrated in a small area. Travelling expenses and sales crew costs can be held down.

Advertisers in general recognize the fact that in Cleveland and Northern Ohio the Plain Dealer ALONE is the schedule that pays. Of the 2013 national advertisers who used the Plain Dealer in 1925, 976 used it *exclusively*. Many of the country's biggest newspaper space users are included.

Concentrate in the Plain Dealer with consistent, adequate units of space. That's the way to win this fast-going, fast-growing, prosperous market.

d Plain Dealer

ON Medium ALONE ~ One Cost Will sell it

R. J. BIDWELL CO.
Times Building
Los Angeles

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

ELLY
Chicago
Detroit

Keeping up with the City Cousins—

That seems to be the favorite
sport of the small-town and
country people now-a-days

Automobiles, radios, telephone, telegraph, better transportation, etc., have had the effect of causing the rural folk to live very much as their city cousins do, from a standpoint of home comforts, luxuries and necessities.

This includes such commodities as clothing, food, things for the home, and automobiles.

The most receptive and prosperous section of this vast market is represented by the middle-western towns and villages. This is where the Household Journal circulates 700,000 copies every month.

700,000 paid-in advance circulation at \$2.75 the line.

Three-year advertising leadership among mail order magazines.

The HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.* - Batavia, Illinois

Chicago Office

Rhodes & Leisenring, *Managers*
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office

A. H. Greener, *Manager*
116 West 39th St.
Room 634

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The Portrait Painter Enters Advertising

Character Studies of the Realistic School Bring a New Spirit of Sincerity to Numerous Campaigns

By W. Livingston Larned

HAVE you been conscious of the fact recently, that, as you look through the advertising pages, you meet people you know? Familiar faces smile out at you; old friends bow recognition, and here and there the ghosts of half-forgotten acquaintances suddenly materialize.

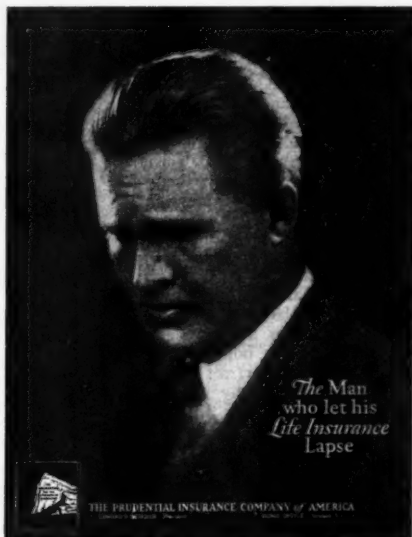
No such state of affairs existed a few years ago. The types that peopled advertising were strangely and persistently conventionalized. They had become standardized. They seldom changed, from year to year. Stencils supplied a certain doctor, a certain business man, a definite lawyer, or grocer or druggist or housewife. They were made up to play certain parts. It never occurred to you to look upon these people as anybody but actors in the advertiser's story. Their claim to real life was nil.

This sameness, this brittle attempt to echo human existence with created puppets, was never very satisfactory. Advertising's cast of characters wore masks and you were invariably aware of it. They hired themselves out for the day, to exploit anything from automobiles to breakfast cereal.

But no such condition exists today. Advertising's portraiture today is so astonishingly lifelike, that it might well be a sort of exalted family album.

The portrait painter has entered the field. He is giving us that in-

tense realism which was lacking all along. Very real people now greet the reader. Not that this is wholly new, for the search for greater sincerity of types has been in progress for a year or two and with marked success, but there is



THE PORTRAIT PAINTER PROVIDES INTENSE REALISM

a new refinement in expression. These portraits are so much better done. A fair share of them are highly artistic. Some carry all the care and art and genius of gallery canvases. Indeed, there have been several instances where famous portrait painters have been won over to advertising and their efforts reproduced in full color with infinite technical skill.

There is no longer the slightest

hint of the artificial in these faces. They are vastly more than well-done studies of professional models. The artist has left his studio and the photographic gallery and the roster of names of those who pose for a living, and is giving us the everyday folks of our own America.

And it is here that the sudden and interesting transformation has taken place. Yesterday, it was types, skilfully enough drawn or painted or photographed, but nevertheless professional types. Behind the portrait there lurked the suggestion of people posing at so much per hour.

Unaffectedly, and with smiles of complete innocence, the newer advertising character study takes us into its confidence. All of the former grossness and commercialism has disappeared. The little lady of the shoe advertisement is almost a likeness of a friend's daughter who lives down the suburban street; this business man who looks up suddenly from a new-model desk, is the living image of a chap we know in an adjoining office. The housewife who is the feature of the kitchen fixture advertisement is Mrs. Brown who plays bridge every so often at your own home.

Five users of portrait advertising were asked why they had adopted this school of illustration and how they reached such high degrees of realism and of artistic perfection. Their individual explanations are instructive.

Said the sales manager of an automobile concern: "It has been our ambition for many years to suggest the quality of our car rather by picturing the types of people who incline to it than conventional drawings of the car itself. We felt this would be good advertising. 'Nice people use nice things' is more than a mere bromide. The character of the user is inseparable from the character of the article manufactured. This idea, also, is firmly fixed in the public's consciousness. It is the old follow-the-leader plan.

"We have been quite content to run a series of portraits of charm-

ing women and aristocratic men, with just enough of the car itself, to establish proper environment. These people are symbols of the sort of car we manufacture. They would not be content with anything but the best and it is obvious that they can afford the best. They are what we call 'portrait testimonials.'

"How did we secure them?



TO THE WOMAN of greatest social distinction, only a very few perfumes are acceptable. Among them is *Rogé's* *Le Air*. *Richemont*, a truly continental fragrance of most intriguing personality. *Parfums* *Le Air* Embodies and the various other notes to *l'essence*, leaving this same delicate scent, as all created in Paris. *Discover* you, know them.

{ If you see these from the newspaper that this was the perfume shown in our *Le Air* advertisement, please at the time of the next *Le Air* advertisement, *Le Air* & *T* will send you }

ANOTHER EXAMPLE OF THE PORTRAIT PAINTER'S ART

They are, actually, portraits of real people, real owners. No names are mentioned, however. The services of a portrait painter of renown were secured. His canvases are in no sense commercial and this was a stipulation."

Said the advertising manager of a house manufacturing silverware: "To be sure, these studies of hostesses we are using have a life-like appearance, as if, as you put it, you had 'seen them somewhere.' Doubtless you have. We recently sent an artist, a portrait painter who works in pastel, to a great Florida winter resort where he worked for two weeks on one illustration. A certain aristocratic lady, mistress of what is virtually

a palace, condescended to pose in the sunroom of her home for the artist, after delicately handled negotiations were arranged. She was flattered and should have been. The original of the color page hangs in that same sunroom today. If she had arranged for the portrait herself, it would have cost \$5,000, perhaps more. The only proviso was that the likeness was not to be exact. Every portrait in our year's gallery of advertising has been as sincerely produced. We find it pays."

Said the president of another company using page space in periodicals in color: "Judge a product by the people who select it. This is more than sales psychology; it is ordinary common sense. Our line sells to the modern young woman of discriminating tastes, and so we searched about until we located a dry-point specialist who did portraits particularly well. But aside from everything else, the technique in which he worked suggested quality of the highest order.

"His studies of beautiful young women, debutantes, have, as a consequence, attracted the very widest attention. The plates are struck off on buff stock, signed by the artist, and are much in demand. They are used, in sets, to embellish girls' rooms. Mothers have written in to us, commending us for the fresh, clean atmosphere this portraiture has injected into our advertising. And these studies are indeed portraits from the life. They are not mere professional models."

Said another executive, of a series of heads in oil, featured in his company's advertising: "We most assuredly do believe that the character of the user as portrayed, automatically suggests that this same character exists in the article manufactured. Our more recent campaign has featured heads of business executives. They are all club friends of mine whom I persuaded to sit for their portraits. The artist is a well-known French portrait painter. The likenesses are not exact and were not intended to be so, but great realism

and sincerity is evident, nevertheless. We have heard more from this series than from any campaign we have run in many years."

Of a newspaper series, featuring crayon studies of housewives, the advertising manager said: "From the inception of this series, people have written in to us and asked us concerning these types. They seemed so real. There was nothing superficial or drawn-for-the-occasion in any of the illustrations. One of our representatives visited three cities and called upon a dozen or so homes where it had been discovered our product was in use. Consent was gained to have an artist come and make sketches from life. That explains the realism of the types and their fidelity to people as they are.

"The originals were made by a specialist, in charcoal and crayon, and reproduced by the high-light halftone process, thus retaining all the fine points of the drawings. As compared with the average faked-up study of Mrs. Average Housewife, they are superlatively better, of course. In fact, comparison is impossible."

THE MODERN IDEA

To a considerable extent, the modern idea in camera portraiture has reacted upon drawn or painted studies, making it imperative to raise standards. For just as the artist seeks unprofessional models, drawn from the ranks of everyday life, so has the camera artist discovered the wisdom of paying far more attention to types that do not make a business of posing.

It is nearly always the practice today, among artists, when a portrait series is to be prepared, or special characterization desired, either to work direct from the type of model of the newer school, or to make careful photographs in the correct poses and employ these as the basis of their work. A certain amount of individuality and idealization can go into the re-created canvas, and realism is always there, emphatic and pronounced.

In the matter of technique, there

is far more latitude and a leaning in the direction of such techniques as are always identified with portraiture. Thus, the etching style or halftones made from genuine etchings are quite familiar. There are also paintings in oil in the manner of the modern studios, beautiful, airy pencil character studies, deftly portrayed, and sketches, executed with a fleet, sure brush or bit of charcoal.

There is appearing at the present time a series of free-hand, spontaneously-made sketches of people (heads only) which have been reproduced direct from red chalk originals, made from living models. They are not supposed to be finished or "tickled up" and their very freedom is their charm. The "feel" of living people in the background is obvious at all times. They are not the people of the commercial marts of studio and camera gallery.

A special series of halftone heads for Rigaud's Parfum gives us a new conception of the sweet and uncontaminated girlhood of the hour, as opposed to the popular version of the confirmed "flapper" and this atmosphere has been successfully interpreted by a portrait artist whose pencil sketches are exquisite. Their sweet simplicity, their unaffectedness, their innocence of all primp and pose sets them apart from most illustrations of this type.

William McK. Barbour Dead

William McK. Barbour, advertising manager of the *Minneapolis Tribune*, died last week at that city at the age of sixty-one. He had held a similar position with the former *New York Globe*. For several years Mr. Barbour conducted his own advertising agency at Los Angeles and at one time he was owner and publisher of the *Colorado Springs, Colo., Gazette*.

E. B. Duncan Joins Macfadden Publications

Elbert B. Duncan has joined the Boston office of the Macfadden Publications. He has been with the *Atlantic Monthly* for the last six years.

Roy Dias Brickner has been placed in charge of copy of the Bedford Advertising Agency, Brooklyn, N. Y.

Our Readers Are Asked for Assistance

THE SCHLORER DELICATESSEN CO., INC.
PHILADELPHIA, MARCH 1, 1926
Editor of PRINTERS' INK:

We are working on an idea which to our minds is an entirely new plan in merchandising, packing pickles and relishes in gallon glass jars for sale through retail grocery and delicatessen stores, although to the average person who is not acquainted with the results obtained through our proposition, it may appear to be nothing but a reversion to the old practice of retailing these products in bulk.

A lot of our business is done through wagon and automobile distributors in different points, who call on the retail grocery and delicatessen stores, giving them direct service, either weekly or semi-weekly. Concerns distributing goods that way in order to make a profit have to handle products that possess two qualifications; they must have a quick turn over and should show a good margin of profit to the retailer. We have brought out and are now selling to these distributors a line of pickles and relishes in gallon glass jars, packed four to a case, consisting of different items. These gallon jars, each one of which is furnished with a handle, are supposed to be placed on the retailer's counter, where they make a very fine appearance, attracting the attention of his customers. The goods are retailed directly from the jar in pounds or half-pound lots.

The advantage of this gallon container, as compared with handling these items in wood and retailing from an open display bowl, is that when such a method (retailing from open bowls) is followed very often the bowls are not cleaned out properly or fresh stock is put in with old goods, which results in fermentation and a loss to the store-keeper.

Everywhere this package has been put out so far, the retailers have taken to it right away and repeat, but we find ourselves more or less handicapped in trying to expand, through being unable to secure a list of concerns who operate wagon or automobile routes in points outside of Philadelphia.

Do you know where we can secure such a list, or do you think any of your readers would be able to supply us with the desired information?

THE SCHLORER DELICATESSEN
CO., INC.

Harwood-Cahill Agency Changes Name

The name of the Harwood-Cahill Company, Philadelphia advertising agency, has been changed to the Harwood Advertising Agency.

M. S. Bailey Joins Curtis

M. S. Bailey, for the last five years with the Capper Publications, has joined the Curtis Publishing Company, at Philadelphia.

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1, 1926

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Mustard Is Always Fresh When Sealed with the Amerseal Cap

If the container is sealed with an Amerseal cap, the mustard retains its full-flavored strength and goodness to the very last scrapings. The closure is always air-tight—the mustard always protected.

The scientific mechanical construction of the Amerseal makes a positively air-tight closure—quickly applied; a safe and secure seal—readily and quickly removed. There is sufficient flexibility in the cap to offset variations in glass and liners. The equally spaced lugs engage corresponding and slightly inclined threads on the container, making a positively secure, air-tight, leak-proof, scientifically fitted closure. It has a rolled edge which cannot cut the fingers.

The majority of Amerseals are lithographed or enamel sprayed. Their users realize the merchandising, advertising and selling value of having their name, trade-mark, or slogan appear in a distinctive manner, or of having a beautifully tinted seal as the closure for their container. The Amerseal Cap displays, sells and secures.

Amerseal Your Product

A Better "Seal-and-Reseal"
Is Not Possible

**AMERICAN METAL CAP
COMPANY**

Brooklyn New York

Branches in the following cities:
Chicago, Cleveland, Detroit, St.
Louis, Los Angeles, San Francisco,
Portland, Seattle, Louisville



*Morehouse Mustard
is Sealed with the
AMERSEAL Cap*



EAST
Mayonnaise
D
 Regular 2 oz.

Serve salad nice

Millions of Reminders

GILBERT J. EASTON, when he was a retailer in Newark, served a mayonnaise of his own make on various foods and salads. Its excellence created a steady demand for the mayonnaise separately and that's how Easton's Mayonnaise became a trade marked product.

In the course of time, Mr. Easton enjoyed the unusual experience of selling his product to other retailers because of the spreading influence of pleased customers who told

STREET RAILWAYS

Mar. 11, 1926

PRINTERS' INK

EASTON'S

Mayonnaise

D¢

6 ounce Jar

Take a day



Under Millions of Meals

Friends to try Easton's Mayonnaise. First the neighborhood wanted it, then the city, then the State, then neighboring states, and now the Nation.

Mr. Easton, having been a successful retailer of food products, appreciates the value of the opportunity to reach the consumer before each meal—that is why he is using Street Car advertising in a list of cities with an aggregate population of 5,000,000 people who eat 75,000,000 meals every day.

STREET CAR ADVERTISING COMPANY

EMPLOYEES FOR 50 YEARS

You can well imagine the loyal spirit which predominates an organization that can hold its men for half a century.

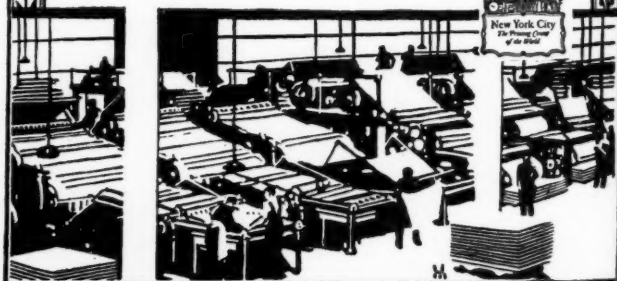
Our greatest pride is that men who started here the day we opened shop in 1876 are still with us.

Our customers stay with us for the same reason that our men do.



ISAAC GOLDMANN
COMPANY
80 Lafayette St. New York.

~Printers Since 1876~



A Rating System for Words in Advertising Copy

The Author's List of 100 Thin Words Is Submitted to an Inflation Test

By Richard Surrey

IN an article entitled: "Take a Tip from Tchekhoff," which appeared in the May 29, 1924, issue of *PRINTERS' INK*, I gave a list of 100 long, thin, dead words that I had quickly picked because of their endless repetition in the advertising of various products. I said to myself: "I shall memorize these words and never use them in a piece of copy again unless I have to."

Since writing that article, nearly two years ago, I have come across a system for rating the commonness or "use-frequency" of words, which rather effectively proves the point I made at that time. And because this test method is not associated in any way with advertising, the verdict may be looked upon without suspicion of bias.

The test or rating system referred to consists of what is called "The Teacher's Word Book," compiled by Edward L. Thorndike, Professor of Educational Psychology, Teachers College, Columbia University. Very briefly, it is an alphabetical list of the 10,000 words found to occur most widely in a count of more than 4,500,000 words contained in books, newspapers, correspondence, etc.

Each of the 10,000 words in this book is rated. That is to say, each word is given a "credit" according to the number of times it occurs in the forty-one different sources of the count.

The word *in*, for instance (so far as I can discover), has the highest frequency rating in the book, represented by the figure 211. The lowest rating in the book seems to be represented by the figure 3, in which category are such words as *unique* and *watermelon*.

Apart altogether from its bearing on this particular blacklist of mine, Thorndike's "Word Book" should be of interest to anyone who uses words to make a living.

Indeed, it has a fascination entirely of its own.

There has been a lot of speculation from time to time about the size of Shakespeare's vocabulary and the size of the average man's vocabulary, and it is rather amazing to go through a list of the 10,000 commonest words and find how inclusive it is. These 10,000 words are so much more embracing than one loosely surmises. Even in such a restricted list there is room for—

execute
execution
executioner
executive
executor

These, and such words as *factor* and *efficiency* and *effective* are indicative of the breadth of the count, the sources of which I have summarized from a list kindly furnished me by Professor Thorndike, as follows:

Source	Words Counted
Black Beauty.....	11,500
Little Women.....	13,000
Treasure Island.....	13,000
Scrooge's Christmas.....	8,000
Sleepy Hollow.....	13,000
Youth's Companion.....	25,000
School Readers.....	27,000
Ten First Readers.....	80,000
Ten Second Readers.....	150,000
Ten Third Readers.....	283,000
Two Arithmetic Books.....	67,000
A Geography.....	37,000
History of U. S. A.....	25,000
Five Geography Books.....	40,000
Three History Textbooks.....	20,000
Ten Books on French.....
Ten Books on German.....
Five Books on Spanish.....
Concordance to Bible.....	900,000
Concordance to Shakespeare.....	925,000
Concordance to Wordsworth.....	400,000
Concordance to Tennyson.....	320,000
Concordance to Cowper.....	200,000
Concordance to Pope.....	90,000
Concordance to Milton.....	130,000
Book of Quotations.....	32,000
Constitution and Declaration of Independence.....	8,000
Cook Book.....	4,000
Book on Dressmaking.....	6,000
Garden and Farm Almanac.....	17,000
Postal Regulations.....	1,700

Army Tests	5,000
Three Mail Order Catalogues..
A Buffalo Newspaper.....	44,000
A Pennsylvania Newspaper.....	40,000
Private Correspondence	200,000
Private and Business Corre- spondence	360,000
Total	4,495,200

This list of sources is given in detail so that the basis of rating may be judged for what it is worth, in advance of our particular test.

It is not my purpose here to advocate the "Word Book" as a method of rating advertising copy. The intention is simply to call the attention of copy men to it, and to apply it in a few cases so that others may judge for themselves whether it has any value as a language test for advertising purposes.

With this preamble, the original list of 100 thin words is repeated here, arranged according to credits derived from Thorndike's list:

discriminating (not listed)....	0
endorsed (not listed).....	0
high-grade (not listed).....	0
invaluable (not listed).....	0
eliminated (not listed).....	0
materially (not listed).....	0
outstanding (not listed).....	0
creative	3
adequate	3
specialized (specialist)	3
unique	3
indispensable	4
maximum	4
utility	4
significant	4
enhancing	4
efficiency	4
incomparable	4
scientifically	4
superlative	4
conservation (conserve)	5
fascinating	5
dependability (dependence) ..	5
fundamental	5
available	5
duplicated	5
facilities	5
invariably	5
investment	5
embodied	6
economical	6
factor	6
excellence	7
gratifying	7
effective	7
requirements	7
imperative	7
initial	7
harmonious	7
durability (durable)	7
exceptional	8
demonstrate	8
innumerable	8
conspicuous	8
unequaled	8

reliable	8
cultured	9
contribute	10
solution	10
guaranteed	10
characteristics	10
distinctiveness (distinction) ..	11
essential	11
possibilities	11
atmosphere	11
equipped	12
performance	13
appreciate	13
genuine	13
achieving	14
exclusive	14
expert	14
ideal	16
construction	17
unusual	17
justifies	18
satisfaction	20
remarkable	20
protection	21
popular	22
overcoming	22
moderate	23
problem	23
convenient	23
practical	23
revealed	23
developed	24
exceeded	25
recognized	25
designed	26
sufficient	27
feature	28
operation	29
standard	29
absolutely	29
approved	30
maintain	31
opportunity	32
thoroughly	33
assured	34
quality	38
experience	40
prevention	42
results	48
conditions	49
discover	49
important	54
wonderful	58
service	67
greatest	159

Your attention is called at once to the words in parentheses against the words of my original list. In each case, these words in parentheses are the nearest approach to the original word discoverable in the "Word Book." In short, a very strict test would place outside the 10,000 commonest words the following:

specialized
conservation
dependability
durability
distinctiveness

This would mean that 12 per cent of my list of thin words is outside of the commonest 10,000 altogether, although I have in-

cluded, for the purposes of the test, a word with a rating which most nearly approaches it in meaning.

It should also be noted that a number of words in the list are of a sort which when used in advertising do not possess the same meaning as in general literature or common speech, and thus are not properly entitled to the rating opposite them. Such a word as *atmosphere*, for instance, with a credit of eleven, is obviously derived from sources where it would be used to describe the gaseous envelope surrounding the earth, and not the immaterial aura of quality which it denotes in certain kinds of advertising.

Similarly, the word *feature* in the "Word Book," with a credit of twenty-eight, is obviously derived from sources in which it would have a connection with the human countenance or natural landscape, and consequently is almost a distinct word from the stretched term which advertising writers use to describe the different aspects or functions of a product—of *any* product.

Such exceptions as these are proof enough that the test has been not too rigidly applied, and yet what are the results? Only six words in my "thin list" are found in the first thousand—the thousand commonest words in English. Only eighteen rank in the first 2,000. Only thirty-four rank in the first 3,000.

Detailed ranking of the words, by percentages, is given below:

Percentage	Rank
7	Not in 10,000
4	9,191 to 10,000
9	8,146 " 9,190
9	7,263 " 8,145
3	6,619 " 7,262
8	6,048 " 6,618
6	5,545 " 6,047
1	5,145 " 5,544
12	4,000 " 5,144
7	3,001 " 4,000
16	2,001 " 3,000
12	1,001 " 2,000
6	1 " 1,000

I can well imagine someone who has had the patience to follow me thus far, suddenly raising his voice in protest. Some critics, I feel sure, will accuse me of stating in one article that a certain 100

words are too common, and in another, attempting to prove that they are not common enough.

What I did say was that these 100 words are too common in advertising, and not common enough in the street. In short, these 100 words are uncommon in English; they are common in what may be called *advertisingese*. And my quarrel with them is not chiefly on account of their commonness in advertising, but because they are not simple, not precise, not evocative. They are lazy, hazy words. They are used only by untrained writers who imagine that long words and fine-sounding generalities make a greater impression on the mind of the public than simple language cunningly *sharpened*, so to speak, by the use of words, common in themselves, but arranged in unfamiliar combinations, so that their novelty possesses an edge which penetrates the mind.

And that is why I am perpetually advocating the study (not the imitation) of the masters of language, not in an attempt to prove that they were great copy writers, but in order that the cult of pomposity and generalization may be replaced by the simplicity and directness which are the chief virtues of almost every great artist in words. What I advocate is the use of common words arranged in uncommon sequence and rhythm. And I advocate the study of the masters of language because these word-artists know the secrets of such a use of common words.

This "Word Book" of Professor Thorndike, incidentally, helps to prove the validity of what I have said all along about the lack of pomposity in the work of great writers.

The other night, I took down three books from my shelves and turning to marked passages in each, noted beneath each word the rating given by Thorndike. These passages, observe, were not deliberately chosen for the test. They were marked during the first reading of each book because they appealed to me as conveying so much more than the same words could possibly carry when "load-

ed," so to speak, by a lesser artist.

Here is a passage from Katharine Mansfield's story, "The Daughters of the Late Colonel." It describes the feelings of the two girls when, a few days after the colonel's death, they go up to his room to "go through his things and settle about them." If you will read this passage first, ignoring the numerical notations, you will be impressed by the sharp appeal it makes to the mind through the senses:

It was the coldness which made
199 188 208 104 181 107
it so awful. Or the whiteness
199 188 33 181 208 120
—which? Everything was covered.
181 61 188 98

The blinds were down, a cloth
208 0 180 144 208 54
hung over the mirror, a sheet
37 168 208 24 208 46
hid the bed; a huge fan of
35 208 105 208 36 33 205
white paper filled the fire-place.
120 92 94 208 10
Constantia timidly put out her
0 16 131 193 101
hand; she almost expected a
148 97 90 56 208
snowflake to fall. Josephine felt
6 208 126 0 57
a queer tingling in her nose, as
208 21 5 211 161 50 204
if her nose was freezing. Then a
178 161 50 188 30 173 208
cab klop-klopped over the cobbles
10 0 168 208 0
below, and the quiet seemed to
46 210 208 62 100 208
shake into little pieces.
50 163 172 91

If you will now run over the ratings under each word you will find that the sharpness of effect in this passage is not due to uncommon words, but to common words in uncommon sequence.

In my list of 100 thin words there are only four with a rating above fifty. In this passage, the only words below fifty are:

awful	timidly
blinds	snowflake
hung	queer
mirror	tingling
sheet	freezing
hid	cab
huge	klop-klopped
fan	cobbles
fire-place	below

Only eighteen words out of eighty-two. (excepting the two

proper names) are below the rating of fifty. And even these are far from being pompous words. Not one is hazy. Not one is lazy.

The three words—blinds, klop-klopped, and cobbles—which have no rating in the "Word Book," are words that almost any child would understand in their context.

The average rating for all the words in this passage (excluding from the count only the two proper names) is 125; a rating exceeded by only one word in the thin list.

Now, take this passage from Dorothy Wordsworth's "Journals," telling of the end of a walk with her brother William, the poet, in the famous "lake district":

There we sat a little while
194 170 59 208 172 138
looking at the fading landscape.
144 203 208 35 12
The lake, though the objects on
208 71 90 208 50 200
the shore were fading, seemed
208 63 180 35 100
brighter than when it is perfect
74 157 193 199 187 62
day, and the island pushed itself
176 210 208 66 40 48
upwards, distinct and large. All
25 25 210 123 203
the shores marked. There was
208 63 90 194 188
a sweet, sea-like sound in the
208 85 100 172 87 211 208
trees above our heads.
115 101 172 132

In this passage from a much-neglected book, in which the most vivid descriptive effects are achieved by the simplest and homeliest phraseology employed by almost any English writer, there are only seven words out of fifty-five that are below the rating of fifty, and the average rating for the entire passage is 136.

One other quotation and I am finished. This last is from a sermon of John Donne's, whose remarkable contributions to English literature both in poetry and prose are also little known. Donne was a bishop who lived about the same time as Shakespeare, and his work is not noted for its simplicity. It was therefore gratifying to me to find that one of the passages I most admire in his prose came through the test with such a re-

200 ⁴/₅

~~183 ¹/₂~~

In April, 1925, Good Housekeeping
carried 186 ²/₅ pages of advertising
(not including schools)

In October, 1925, Good Housekeeping
carried 195 ⁴/₅ pages of advertising
(not including schools)

In April, 1926, Good Housekeeping
carried 200 ⁴/₅ pages of advertising
(not including schools)

Each of these issues, therefore, exceeds 183 ¹/₂
pages, a figure recently asserted to be "the
greatest number of advertising pages ever car-
ried in one issue of any consumer magazine."

Such a record as that of Good Housekeeping
is possible primarily because manufacturers
know that it sells their merchandise.

And their merchandise is more readily sold
to readers of this magazine, because readers
of Good Housekeeping know that every
advertisement in its pages is guaranteed.

GOOD HOUSEKEEPING

BOSTON

NEW YORK

CHICAGO

markable showing. He is writing about angels:

They are creatures that have not
 194 183 46 209 194 203
 so much of a body as flesh
 188 157 205 208 83 204 40
 is, as froth is, as a vapour
 187 204 3 187 204 208 25
 is, as a sigh is; and yet with
 187 204 208 41 187 210 96 208
 a touch they shall moulder a rock
 208 72 194 116 6 208 85
 into less atoms than the sand that
 163 84 4 157 208 53 209
 it stands upon, and a millstone into
 199 118 132 210 208 7 163
 smaller flour than it grinds.
 118 39 157 199 29

In this quotation, which creates an effect of the most extreme immateriality coupled with superhuman power—an effect most writers would have to strive for by means of abstract and highly-imaginative terms—Donne uses nothing but objective metaphors—flesh, froth, vapour, sigh, rock, atoms, sand, millstone, flour—words, for the most part, of one syllable.

Of fifty-five words there are only ten of two syllables. There are only ten words below the rating of fifty. And the average rating of the entire passage is 144.

I have chosen these examples from three different periods of English literature and from three different kinds of prose—a short story, a journal and a sermon—in order to show that almost everywhere in the literature written in our language there can be found examples of vivid and forceful efforts gained, not simply by the use, but by the command of short, lively, common words.

And having found that these passages, long ago marked because of their force and vividness, stand the test of simplicity, I cannot escape the conclusion that a Thorndike "Word Book" might be of assistance to many copy writers as a means of measuring their mastery of the effects which may be produced by common words sharpened by uncommon sequence.

The Women's Advertising Club of St. Louis has appointed Frances Feldkamp chairman of the program committee.

Advertising Quickly Spikes a Malicious Rumor

WHEN false reports are circulating it is a problem to know how to stop them. To recognize them with a denial, it might be felt, would only serve to draw further attention to them and widen, rather than restrict, the gossip. Just what the effect of the denial will produce is largely determined on how it is handled. Bad news spreads more rapidly than good and a means must be found which will, by its directness, strike at the bottom of the rumor.

Advertising is an efficient weapon for refuting such insidious attacks. It was used effectively by the oyster industry, last year, when it was threatened with rumors that oysters were responsible for a typhoid epidemic. A more recent example of advertising's effectiveness in thwarting a whispering campaign is the manner in which it was used to spike a rumor that leprosy existed among the employees of a confectionery store at Erie, Pa.

Peter G. Pulakos, head of the business, found the rumor assuming such proportions that his patrons avoided the store. He undertook a vigorous campaign in newspaper space to put the rumor to rest. In full-page space he offered a reward of \$25,000 to any person who could prove any basis for the report. His declaration was supported with the reproduction of a letter from the medical inspector who inspected his store, and one from the city's health officer which testified that there was no ground for the allegations. This series of advertisements also appeared in four foreign language newspapers.

Almost immediately after the appearance of the advertising, customers who had avoided the store dropped in to pay their respects and offer their sympathy for the injustice suffered by Mr. Pulakos. The effect of the advertising also made itself evident in an immediate picking up of business.

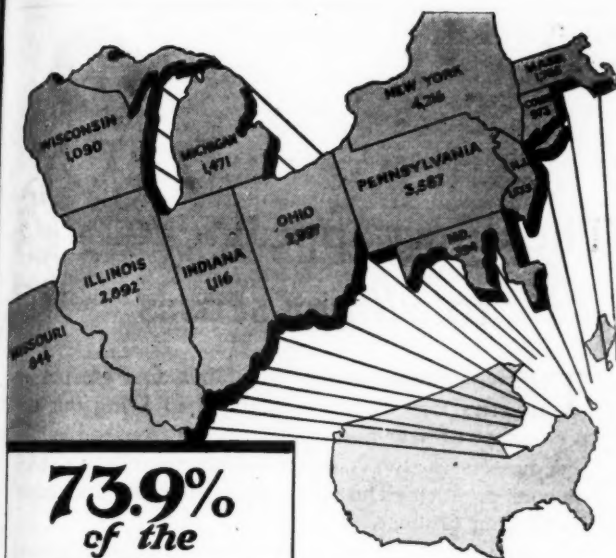
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73.9%
of the
**METAL
TRADES
PLANTS**
are in the
12 States shown

— and
70.5% of the
ENTIRE IRON AGE
CIRCULATION
is in the same 12 States

Naturally, THE IRON AGE follows industry regardless of location.

It not only has a greater total circulation numerically and by percentage than any other publication in the same field but it also reaches more Buying Units (Companies).

It is therefore the strongest publication in its field.

The direct appeal to *all* her senses



THE woman who enters Mayfair is first greeted by an attractive display—arranged to bring out the personality of *your product*.

A hostess is always in attendance to tell the story of your product. The woman sees, handles and hears about your product.

Daily lectures are given by domestic science experts whose words are accepted as authority by the housekeepers. In the case of a food product, the package is opened and the label or trade mark made interesting. The product is prepared and served to each member of the audience.

Here you have a direct appeal to all the senses—sight, touch, hearing, smell and taste.

If your product will stand this test you can find no stronger advertising medium.

Twenty products you know are now being demonstrated at Mayfair.

Let us send you detailed information.

MAYFAIR
DEMONSTRATION AUDITORIUM
25 West 43rd Street, New York City
Operated by SHAW ADVERTISING CORPORATION

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Trade Commission Rules against Ostermoor Trade-Mark

The Decision Emphasizes the Danger of Making a Picture of the Product Part of the Trade-Mark Design

*Washington Bureau
of PRINTERS' INK*

A FEW days ago, the Federal Trade Commission issued an order requiring Ostermoor & Company to discontinue the use of their familiar trade-mark. According to the order, the pictorial representation of a mattress, which is the principal feature of the trade-mark, grossly exaggerates the expansion which actually takes place when the filling is released at one end of the mattress. The Commission holds that the use of the mark on labels and tags, and in the advertising of the company, is misleading to the public.

Four or five variations of the Ostermoor trade-mark have been registered in the Patent Office. Two of them have been cancelled on the ground that they are descriptive of the goods. The registrations remaining in force cover designs that include the figure of a woman beside the opened mattress. The cancellation ruling of the Patent Office was sustained some time ago by the Court of Appeals of the District of Columbia. For a long time, Ostermoor & Company have been having a great deal of trouble in protecting and defending their trade-mark, and their experience emphasizes the inadvisability of making a picture of the goods a part of a trade-mark design.

In discussing the case the other day, one of the officials of the Patent Office said that practically all similar pictorial representations, used as trade-marks, are difficult to protect, although there are hundreds of them on file in the trade-mark division. It was pointed out that one of the reasons for the disfavor in which the office holds such marks is the doubtful propriety of attempting to adopt for exclusive use something that the public is apparently entitled to use. Unless a product is the only

one of its kind, an illustration of it is, to some extent at least, very likely to be descriptive of competitive goods. In many instances, owners have found that it is necessary to disclaim the pictorial parts of their marks before they can secure registration.

If the Federal Trade decision in the Ostermoor case is upheld by the courts, it may have a far-reaching effect on the registration of a number of other similar marks that have been extensively used and advertised.

It has been held that the Ostermoor mark is misleading because it exaggerates a feature of the goods. Many similar marks do the same, not because of any intention on the part of the owners or original designers, but because of the development of the goods illustrated. Perhaps the most familiar mark of the kind is that of the Victor Talking Machine Company, and although the pictorial representation of the mark accurately illustrates the original phonograph made by the company it is totally different from the Victor machine of today.

WHY VICTOR'S MARK IS GOOD

Undoubtedly, the Victor mark has encouraged many others to adopt pictorial representations as trade-marks, on the faulty premise that since it is an excellent mark a pictorial representation of the product is a good thing. But it should be remembered that the entire value and appeal of the Victor mark is in the happy idea of the little dog listening to "His Master's Voice." It is unusual for the reason that it has such an appeal in spite of the fact that it contains a pictorial representation of the antique talking machine.

Generally, the Patent Office holds that the mere representation of a product as a whole is descriptive. This means, in the majority

of cases, that the illustration of the goods must be disclaimed before registration of the mark can be secured.

In sustaining this ruling, the case of the Scholl Manufacturing Company is frequently cited. The trade-mark of this company was the pictorial representation of a hand holding a phantom shoe in which was displayed an arch support. The Court of Appeals of the District of Columbia has held that this mark is a physical representation of the goods and not a valid trade-mark.

This does not mean that there are no exceptions. In the recent case of opposition of the No-Leak-O Piston Ring Company versus the Pennsylvania Piston Ring Company, the Patent Office held that the use of a mark by the former, which included among other features the representation of a piston ring having a groove near one edge, and what is known in the trade as a step joint, was not sufficient to bar the registration by the Pennsylvania company of a composite mark including the representation of a somewhat similar ring, there being no similarity between the two marks except for this feature. In this decision, it was also held that the piston rings involved are merely descriptive illustrations which anyone has a right to use, and that the marks are not otherwise deceptively similar.

However, even in cases of this kind, it is thought by good authorities that the Federal Trade decision in the Ostermoor case will tend to increase the disfavor of the Patent Office toward pictorial representations as trade-marks. And if the decision is affirmed by the courts there is little doubt that it will create a number of cases of opposition.

Innumerable court and Patent Office decisions hold that the primary purpose of a valid trade-mark is to identify, not describe, merchandise, and to indicate its origin. Obviously, if any part of a trade-mark may be used by others it detracts from the value of the mark and increases the diffi-

culty of protecting it. For these reasons, there is not the slightest doubt that the adoption of pictorial representations as trade-marks is a bad practice that is steadily growing more dangerous.

To Re-organize Graton & Knight

The Graton & Knight Manufacturing Company, Worcester, Mass., G & K leather belting, is to change its name to the Graton & Knight Corporation, according to a re-organization plan which has been ratified by the stockholders. Frank H. Willard, who has been general manager of the business for many years and who was vice-president, will become president of the new company.

General Motors Reports Most Successful Year

According to Pierre du Pont, chairman, and Alfred P. Sloan, president, of the General Motors Corporation, last year was the most successful in the history of the company. Net sales were \$734,592,592, and represented an increase of \$166,585,133 over net sales in 1924. The net income last year totaled \$106,484,756, an increase of \$61,153,868 over the previous year.

Canadian Agency Opens Toronto Office

The Federal Advertising Agency, Ltd., Hamilton, Ont., has opened an office at Toronto, under the management of A. L. Robertson. D'Alton Potter and Miss Edith Wainwright are associated with Mr. Robertson at the new office.

N. D. Farrar with Carl J. Balliett Agency

N. D. Farrar, formerly with Cecil Barreto & Cecil, Inc., Richmond, Va., advertising agency, has joined the Orlando, Fla., office of Carl J. Balliett, advertising agency, as assistant art director.

Joins "Electric Traction"

Murray Moxley has joined the advertising department of *Electric Traction*, published by the Kenfield-Davis Publishing Company, Chicago. He was formerly with the Jasperson-McGhee Advertising Agency, Topeka, Kans.

India Tire Company Reports Sales

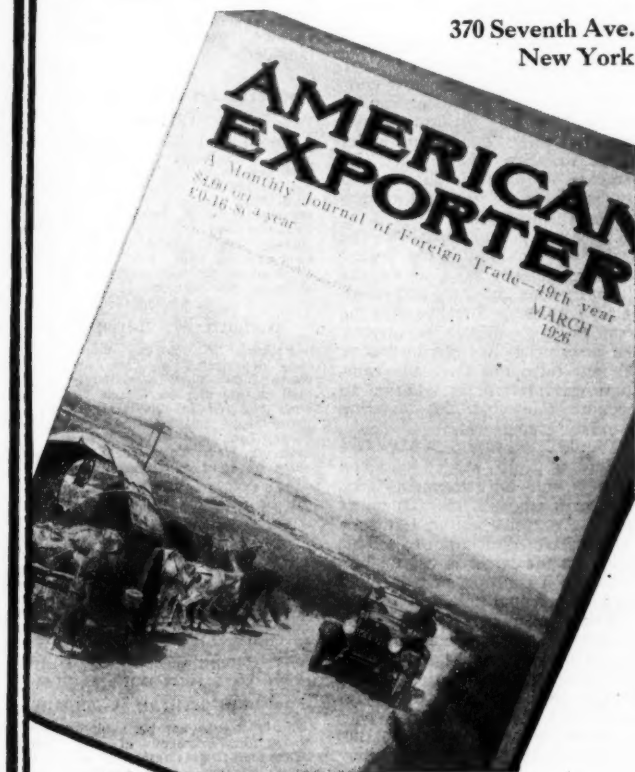
The India Tire & Rubber Company, Akron, Ohio, reports net sales of \$4,600,121 in 1925. Net profits were \$471,476.

53% Growth

Compared with two years ago, and 23% with a year ago is the record of the **AMERICAN EXPORTER** for the first three months of 1926,

BECAUSE this great dominant paper is performing a more valuable service for manufacturers in helping them develop than ever before in its 49 years' history.

370 Seventh Ave.
New York



The World's Largest Export Journal

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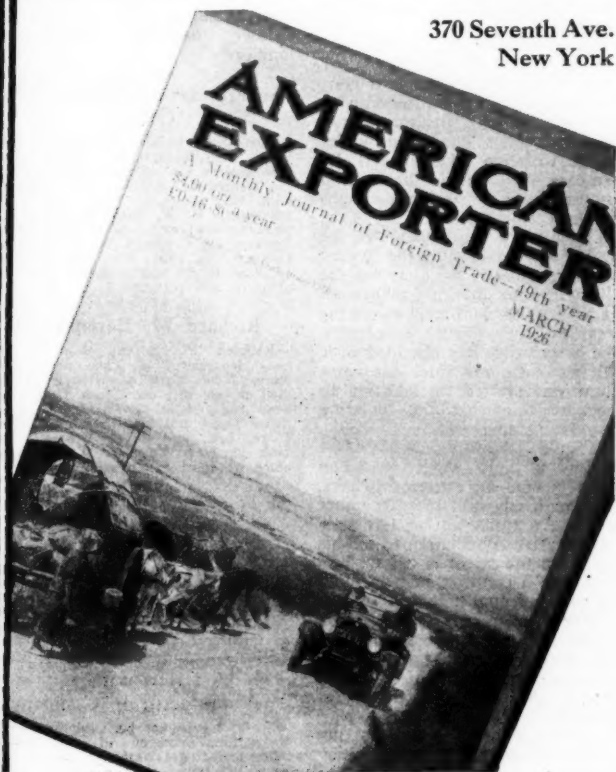
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BECAUSE this great dominant paper is performing a more valuable service for manufacturers in helping them develop than ever before in its 49 years' history.

370 Seventh Ave.
New York



The World's Largest Export Journal

Advertising to Induce Farmers to Observe Contracts

The Arkansas Cotton Growers Co-operative Association, with a Membership of 16,000 Farmers, Finds That Advertising Can Persuade Farmers Not to Violate the Terms of Their Contracts

A SERIES of eighteen advertisements is being run in Arkansas weeklies by the Arkansas Cotton Growers Co-operative Association to check the independent marketing of cotton by members in violation of organization contracts.

The association has a membership of 16,000 farmers, each of whom is signed on a five-year contract to deliver his entire crop to the organization for marketing. Recently, there has been widespread violation of contracts by members of this and other cotton co-operative organizations throughout the cotton belt.

The copy is an appeal to the loyalty and honesty of the organization members. It points out the advantages of marketing through the association, and emphasizes the penalties for broken contracts. The association has obtained over 300 new members since the campaign was started, in addition to checking somewhat the violation of existing contracts.

"Would You Advise a Man Not to Pay a Note Made In Good Faith?" one advertisement asks. "The man who advises a member of the Arkansas Cotton Growers' Co-operative Association to sell his cotton on the street is asking him to violate a contract just as binding as a personal note.

"Every member of the Cotton Growers' Co-operative Association signed a contract in good faith, understanding all conditions, promising to ship his cotton to the association. These pledges, taken from men whose integrity was unquestioned in their communities, constituted a tangible asset worthy of recognition in the business world.

"The member who violates this contract repudiates the faith placed in him by those who have made contracts and agreements with his association.

"A member is bound morally and by contract to live up to his signed agreement. He shows the greatest disloyalty when he says that he will not ship his cotton to the association which owes its entire existence to its desire to help him."

Another advertisement says in part:

"Don't be fooled—if you dump all your cotton on the street markets as fast as it is ginned, you are certain to depress the prices and cause a great loss to the farmer, merchant, banker, and landlords."

Superheater Company Elects Officers

The Superheater Company, New York, manufacturer of Elesco steam superheaters for boilers, pipe coils, etc., has elected M. Schiller, who has been with the company since 1910, vice-president. W. F. Jetter has been made treasurer and assistant secretary. Bard Browne, who joined the Superheater Company in 1914, has been appointed assistant to the vice-president in charge of sales and service.

Richard M. Boren Dead

Richard M. Boren, chief of the copy department of The Caples Company, New York advertising agency, died at that city on March 4. He had been engaged in advertising work for many years and had been with Huber Hoge, Inc., and Frank Seaman, Inc., both of New York, and the Chicago office of Lord & Thomas.

W. L. Ware to Manage Hart Trade Magazines

William L. Ware has been appointed to take over the general management of the Hart Company, publisher of retail trade magazines, Chicago. For the last five years he has been trade commissioner of the Chicago Association of Commerce.

J. U. Lyons with Hudson Manufacturing Company

J. U. Lyons has been appointed sales promotion manager of the Hudson Manufacturing Company, Minneapolis, manufacturer of agricultural implements. He had been with the International Harvester Company, Chicago, for seventeen years.



THERE are 1160 mills manufacturing hosiery in the United States. The general manager of one of them ran 208 consecutive advertisements in the Economist Group in four years and multiplied his business by four. He knows the POWER of the Economist Group—if properly advertised, any line can be profitably advertised to department and dry goods stores.

—(239 W. 39th St., N. Y., and principal cities)—



THE RETURN TO SANITY



HERE are homes where the daily visit of the postman brings a deluge of circulars.

Patient folk go through the junk and bunk to find the little that is worth the reading. Testy ones toss the lot into waste baskets.

Direct advertising, like other vogues, threatens itself with suicide.

For the legitimate direct advertisers are being swamped by the competition of those who ought never to be in the mails. Before these latter find out that they don't belong, the cost to themselves and everybody else is appalling.

What let loose this deluge? The overflow from the damming up of periodical advertising.

It goes back to the mania for millions. Mass circulation proved its worth for advertising certain kinds of goods. Tempted by this, others who could not get full value from mass circulation tried it. They found the pace too keen, the cost too high.

Then despairing of magazine advertising, they leaped into the mails. And there, too, they find

THE RETURN TO SANITY

themselves in a jam between diminishing returns and rising costs of postage and printing.

That is why there are clear signs of a return to the use of selective magazine circulations.

By the automatic selection of years, magazines such as THE QUALITY GROUP have built up their quotas of readers—equivalent to tried and tested mailing lists.

These magazines are welcome where circulars are not.

They generate the power of direct advertising at less cost.

They confer the prestige of magazine presentation without the wastefulness of mass circulation.

The return of advertisers to the pages of THE QUALITY GROUP signifies the return to sanity in advertising.

For THE QUALITY GROUP has stood fast where it always stood, between the mass periodicals and the mailing lists—the gathering place for readers of keen intelligence, ample purchasing power and pervasive influence.

Advertising in THE QUALITY GROUP is *next to thinking matter*.

THE QUALITY GROUP

681 FIFTH AVENUE, NEW YORK

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
THE WORLD'S WORK

Over 700,000 Copies Sold Each Month

During December and January

THE SYRACUSE HERALD

Published over

46%

Of all display advertising run in the three Syracuse, N. Y., newspapers.

The Post Standard slightly more than 28% and The Journal slightly less than 26%.

Comparative Advertising Lineages of

Syracuse, N. Y., Newspapers for
December and January

	HERALD Lines	Post Standard Lines	Journal Lines
Total Display Adver.	1,823,927	1,114,099	1,019,851

Included in the above

	HERALD Lines	Post Standard Lines	Journal Lines
Automobile Advertising . . .	121,170	85,162	70,238
Food Advertising	85,652	39,410	61,831
Dept. Stores	421,071	211,498	25,088
Men's Wear	125,860	69,314	99,834
Women's Wear	148,274	52,318	83,916
Radio	76,118	67,207	36,337
Rotogravure	36,491	11,536

SYRACUSE, N. Y., HERALD

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

Globe Building
Boston

Steger Building
Chicago

507 Montgomery St.
San Francisco, California

Leary Building
Seattle, Washington

Chamber of Commerce Bldg.
Los Angeles, California

The Penalty of Exaggeration

A Concrete Case Taken from the Mail-Order Field

By George F. Tilton

SOME years ago, I was asked to make a study of the women's dress department of a large mail-order house. The amount of dresses returned by the customers was digging rather deeply into the profits. The profits on the dresses that stayed sold hardly paid for the losses on those that didn't. What was the reason?

I divided my investigation into two subjects—merchandise and advertising.

I compared values, style and measurements with dresses sold by others. Working in co-operation with the dress buyer, we compared workmanship, material, color, fittings, embellishments and trimmings. So far as we could tell, the merchandise compared very favorably with that in the same price range sold by others.

I then turned my attention to the advertising. I read the copy and checked every statement with the garment. Much to my surprise, the copy told the truth in every instance. There were no exaggerations, no word pictures "glorifying the most fortunate wearer of so charming a gown." The copy covered every point of interest about each dress. The value was stressed in a few words and the customer was left to draw her own conclusions.

It was correct, honest, truthful and brief. It conformed to the 1926 practice of brevity in every particular—for this passion for brevity is not only affecting mail-order copy, but marriages, sermons, hair, skirts, conversations and families as well.

I could find no flaw in the copy. Any lynx-eyed vigilance committee would have approved it with a clear conscience. Even the strictest disciple of puritan veracity would not have hesitated to champion this copy for its rigid adherence to the fact. I then turned to the illustrations and checked them button by button, seam by

seam. I found only accurate reproductions of every garment. So far as the pictures were concerned, they apparently told the truth.

Had I stopped there, the question of the aggravating returns would have never been answered.

Fortunately, however, this department had kept an accurate record of sales and returns on each dress in every line for several seasons. I studied those figures. I wrote them over the illustrations in the catalogue and made comparisons.

Almost immediately I discovered that the percentage of returns was greater on those dresses sold from the color pages than on those sold from the black and white pages.

FORCED SELLING OF CHEAPER GOODS

Here, then, was the solution. The merchandise manager was the man who decided what merchandise was to go on the color pages and what was to be left for the black and white pages. For certain reasons, he usually put his lower-price garments on the color pages. He maintained that this was a clever merchandising idea that increased the sales of his entire line, because these color pages were the first to be seen and the low prices put the customer in a receptive mood. While she may not be interested in buying the particular dress shown on the color page, she was convinced that any dress shown on the black and white pages was just as attractive and as great a bargain.

He maintained that this method of merchandising his color pages made it harder for a competitor to get the order and he showed me his books to prove that sales had increased when he began this practice.

But increased sales don't always mean increased profits. It is a correct principle to work for volume sales. To secure the maximum of volume with the minimum

of overhead is certainly ideal.

But in forcing his sales he had forced his returns. By putting his low-price numbers on the color pages he simply oversold them. His illustrations were accurate but they were not truthful. It wasn't a question of accuracy as to details or color or construction or style. They were a gross deception and an unpardonable exaggeration in the customer's eyes because her imagination pictured a \$25 dress for \$7.95.

Words are but poor tools. Even pictures sometimes fail to convey the truth and until a method is devised that will control the customer's imagination, there will be no such thing as implicit truth in advertising.

The following season we used the color pages to illustrate the highest-price garments in the line. The results were surprising. The total dollars and cents sales for the department did not fall off. In fact, they showed a satisfactory increase. The number of dresses sold was smaller. The money received was slightly greater while the returns dropped from an average of 32 per cent down to 23 per cent. All this was reflected in the net profits which showed a satisfactory increase.

The theory upon which we were working in our corrected line-up of color and black and white pages was simply this:

1—The lower the price, the lower the sales resistance.

2—Low-price merchandise required no color page stimulation.

3—Black and white illustrations of low-price merchandise were more truthful than four-color illustrations of the same article because they excited the customer's imagination but slightly.

4—High prices carry their own sales resistance.

5—Color illustrations were necessary to overcome this resistance.

6—The higher-price garments illustrated in colors most nearly approached the ideal as pictured in the mind of the customer.

Our new theory proved its merit.

We had discovered that truth in advertising paid definite profits. We found that innuendos, subtle hints and clever suggestions might increase sales but unless used with moderation, they penalized the profits by increasing the returns.

We discovered that truthful pictures may sometimes lie and that since the illustration of a woman's dress is 90 per cent of the description, it is more vital than any words used by the inspired copy writer trying to flaunt his style.

It is the story the customer reads rather than the story that is written that in the final analysis determines the truthfulness of any message.

Those mail-order houses that have failed to recognize this are today non-existent, having paid the penalty of exaggeration.

Death of Charles King

Newspaper and magazine representatives who have visited the New York office of the George Batten Company will remember Charles King, who died last week. For nearly twenty years he had sat behind the reception desk and, during this long period of service, he made himself known to advertising men throughout the country. The memory which this genial colored man possessed for names and faces was remarkable and it was known of him to surprise a visitor, whose last call was made five or more years ago, by mentioning the visitor's name and the nature of his call.

In addition, Mr. King earned for himself a reputation which was unique in the advertising business. He had studied for the bar and his ambition was reflected in his dignity and tact, which made him stand out in his work and left him hundreds of acquaintances in the advertising business. He leaves a son who is following in his father's footsteps, being employed by *The American Weekly*. Mr. King was fifty years of age.

Charles Bennett Joins North Ridge Brush Company

Charles Bennett, formerly with Dependable Wholesalers, Inc., New York has been appointed sales manager of the North Ridge Brush Company, Inc., Freeport, Ill.

Appoint Sam J. Perry

Sam J. Perry, publishers' representative, has been appointed Eastern representative of the *South Dakota Farmer and Breeder*, Sioux Falls, S. D., and the *Bureau Farmer*, Chubbuck, Ind.

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That Mysterious Continent to the South

A Key That Will Help Unlock Its Sales Possibilities

By S. Pereira Mendes

"SENORES, I represent the house of Columbo, of Milano, Italia, and we offer for your consideration this well-known cloth—feel the quality, Senores—and you may choose one piece or ten thousand pieces of any design or color."

This was the introductory speech of a verbose and obese gentleman of swarthy complexion who was selling for a cotton goods firm in Buenos Aires, Argentina. The cloth was remarkably cheap, its quality low, it is true, but that color card!

—it seemed to be limited only by having reached the end of the progression of possible combination. Furthermore the type of cloth was what was wanted and used by the Italian population of the interior. It was what I was trying to sell, but my cloth was made in the "States" and not in Italy. My price was higher, yet both cloths were made from cotton grown in the United States. I offered about twenty designs and insisted upon the customer taking six, sixty-yard pieces of each color and design.

The sale represented quite a problem. It did not mean much money in itself but it did mean that a very important customer was to be brought in line and the quality introduced in the market with repeat orders in view.

Salvation was gained through conversion to the belief that, first, the dye in the American cloth was better, by demonstration. It did not scrape off. Second, that though the price was admittedly high, the quality was heavier, yet not too heavy. Third, that the designs were acceptable and the very latest, and that it was the custom of the house to change its designs by adding new ones, thus keeping up to date. Fourth, that the price of the Italian cloth would be advantageous only so long as the lira re-

mained disproportionately low, and everyone expected the lira to advance in time—Viva Mussolini!—and that would put the price way out. If the price of the American cloth went up it would mean that cotton had gone up so the Italians would have to pay more for it too. Fifth and trumps, the American house could offer three to nine weeks' delivery at the port of Buenos Aires! The Italian had the advantage of offering a C.I.F. price, but he needed six months to deliver.

The fact that we could deliver so quickly was dependent upon conditions inherent to our position. We were nearest the supply of cotton. We were nearest to the basic market and furthermore, through the graces or disgraces of the Shipping Board, we could deliver goods on schedule in express time.

This meant that the merchant buyer could buy less and more often. He had to tie up less capital and he could pick and choose from the very latest offerings. He gambled less with the produce market and less with the whims of chance in his selling field, to the evident benefit of his bank account.

SOFT-PEDAL PRICE

We are nearer and dearer to the average South American. It is true that we are often dearer in two ways, but if we would realize that because of our geographic nearness the trade of the Southern continent is ours, we could strike harder on the note of affection and press the soft-pedal on our price, which is, like ourselves, not so bad after all.

Without any organized effort and with only spasmodic interest, we are constantly making headway despite the communistic efforts of our capitalistic competitors. With-

in the last year, England and Italy sent their highest-paid salesmen to the South and West to foster interest and love of their country abroad. Perhaps that was their mission, but it is generally, though not diplomatically, admitted that these friendly enemies of ours were the advance guard of a concerted offensive of the war of peace—the war of trade.

The nations visited by the Prince of Wales and by the heir to the throne of the Italians greeted both with the fanfare of trumpets, with feasting and with dancing. They paid half the bill of the greatest advertising stunt of the present time. Those visitors were shown the parlor and served tea with the cream of trade, whereas we must risk the sick room and administer a remedy for their boundary troubles.

We realize, and I think the leaders among the South Americans truly do, that we are the logical agent to help them—and we must not shirk our responsibility. I cannot conceive of a European power giving a totally disinterested service. Their history is all against it. Our own history, whereas it is not without shadow, has numerous examples of platonic friendship for our sister republics to the South. We are prone, however to take the attitude of a protecting big brother rather than that of equality, and that is resented. The man in the street resents the Monroe Doctrine only because of that misconception. He is still spiritually united with *his* motherland, Italy or Spain, though paradoxically he is proud of being "American" and will contest any patent we may claim on the adjective. A Pan-American League of Nations is as important as a European. If the European League is allowed sway in South American affairs we have sold our birthright. The South Americans must be shown that we bear only disinterested good-will and they will soon forget their decadent mother culture in the surging rush of Americanism.

They will never forget their home ties so long as the home in-

fluences are so carefully cultivated while our own are limited to banquets and conferences. These things help but they want a demonstration of equality, and in one main thing we are equal. That is the desire to live happily together and trade. We want their trade. They want ours. We cannot get together on "long-distance" as yet. We must send real ambassadors, ambassadors of trade, with contracts instead of treaties, and with the desire to meet, and to know and understand each other's demands and requirements with a fifty-fifty give and take.

It is a long, hard pull. They are very formal and not given to calling each other or strangers by their first names on short acquaintance. We have to go to them with a dictionary in one hand and a book of etiquette in the other, but it is surprising how quickly one gets to feel that one could rewrite both.

A sample can only speak by dumb show. It takes more than that to book orders or build up trade. It is well worth the effort because of the quality and quantity to be had, but it means hard mining. The gold of trade is not found on the surface. It has to be dug out.

That mysterious continent to the South is really very near. At any rate, it is nearer to us than to anyone else. We are far enough away to lend enchantment, and near enough to turn the distance into practical advantage.

C. H. McGill Heads New Minneapolis Paper Concern

C. H. McGill, who has been president of the Northwestern Paper Goods Company, St. Paul, Minn., for the last five years, has been elected president of the recently organized McGill Paper Products, Inc., Minneapolis, manufacturer of envelopes, boxes, cartons and paper specialties.

Antique Account for Felix F. Wiener

Keller & Funaro, Inc., New York, antiques, has placed its advertising account with Felix F. Wiener, New York sales promotion counsel. Magazine and direct-mail advertising will be used.

The Elmira Star-Gazette-Advertiser distributes in the city thirty per cent more newspapers than there are homes.

Four main line railroads—the Pennsylvania, Lehigh Valley, Erie and Lackawanna—tie up the surrounding towns in this thickly populated area to Elmira as their quick and convenient shopping center. A perfect setting for the national advertiser who wants city, suburban and country sales. 32,000 daily—11 cents a line flat; 26,000 Sunday—9 cents a line flat.

The Star-Gazette-Advertiser Elmira, N. Y.

A GANNETT NEWSPAPER
Each the leader in its field

Elmira Star-Gazette-Advertiser	Newburgh News
Elmira Sunday Telegram	Rochester Times-Union
Ithaca Journal-News	Utica Observer-Dispatch



Circulation 2,780,000



\$3,700 a Page

Even a Blizzard Failed to Stop This Salesman

A Remington Cash Register Salesman Shows How to Carry On

ON the 29th of January, senior salesman A. G. Browne, of the Plattsburg, N. Y. sub-office of the Remington Cash Register Company, found himself somewhat short of quota. A few days before he had received a lead from the sales promotion department, informing him that the Sharlette Grocery Company, of Lake Placid, had written in to the factory asking for information regarding our line.

As anyone who is at all familiar with the Adirondack region knows, that part of the North country, in winter, is more easily traveled over on skis or snow-shoes than in any other way. It frequently happens that heavy snow storms make the roads impassable for weeks at a time.

All this, from Mr. Browne's standpoint, was nothing in comparison with finishing the month without making his quota. He knew that orders weren't going to come to him, so he would have to go after orders. Following the example of the Prophet, he went to the mountains. When he got to Lake Placid, he demonstrated to the Sharlette Grocery Company and sold them a 334.

Did Mr. Browne make a fast run for home, with the order safely tucked in his pocket, and reach there before a threatening mountain blizzard came up? He did not. He carried on still farther into the mountains looking for the orders he needed.

The blizzard had its say, and for more than an hour Mr. Browne was laid up alongside the road. But he eventually reached Saranac Lake, determined to play the lead through. He demonstrated to the Hart Garment Shop. Result: He sold that concern a No. 430 $\frac{1}{4}$. He demonstrated to the New York

Bargain House, and was rewarded by an order for a B-311.

The storm, in the meantime, showed no signs of letting up, and for a time it looked as though Mr. Browne would be obliged to put his car up for several days and remain idle until the blizzard subsided and the roads were cleared.

But the luck which is bound to favor a real fighter still held good, and when a snowplow started to break a road through to Plattsburg, Mr. Browne, with the three signed orders in his pocket, joined the parade, and trailed the plow back to his home port.

It would seem to be permissible under the circumstances, for him to have "called it a day," and a day pretty well packed with movement and action at that. But Mr. Browne is a firm believer in the sportsman's adage: "The time to shoot ducks is when they're flying," and made one more call before putting his car up for the night. A signed order for another B-311, from Fred Snay, topped off the day's work.

Pro-phy-lac-tic Brush Income Increases

The Pro-phy-lac-tic Brush Company, Florence, Mass., reports a net income of \$523,411, after charges, for 1925, as compared with \$334,103 in 1924. A plant was opened last year at Montreal and Canadian business gained about 300 per cent over 1924. Foreign sales increased 35 per cent.

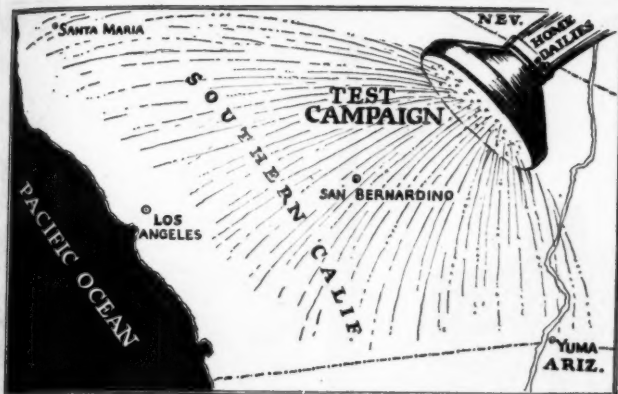
C. E. Hiller with Publishers Printing Company

Charles E. Hiller, for the last twelve years secretary and general superintendent of the American Colortype Company, New York, has joined the Publishers Printing Company, New York, as general manager.

Costume Account for Lakeport Agency

Lester, Ltd., costumer, Chicago, has appointed the Lakeport Advertising Agency, of that city, to direct its advertising account. Magazines and trade papers will be used.

Reprinted from "The Register," house magazine of the Remington Cash Register Company.



For Test Campaigns

THE "Golden Circle List" of HOME DAILIES in Southern California furnishes an ideal medium for a test campaign.

These HOME DAILIES eliminate waste circulation and give you a buying-power circulation that can be directed right to the spot where your goods are distributed.

This rich territory—which your trade map shows to be among the most responsive areas—is ALL IN THE SAME JOBBING ZONE.

These points make this territory the most logical for a test campaign:

No Waste Circulation
Most Responsive Area
The Same Jobbing Zone

Write to any of the newspapers listed below for individual information. Or address—

DAILIES DIVISION

Southern California Editorial Association

515 American Bank Bldg., Los Angeles, California

These papers are members of the "Golden Circle" list:

Anaheim Bulletin
Brawley News
Burbank Review
Calixto Chronicle
Colton Courier
Corona Independent
Fullerton Tribune
Glendale Evening News
Hollywood Citizen

Huntington Park Signal
Inglewood News
Monrovia News
Ontario Report
Orange News
Oxnard Courier
Redlands Facts
Riverside Enterprise
Riverside Press

San Bernardino Sun-Telegram
San Pedro Pilot
Santa Ana Register
Santa Barbara Press
Santa Maria Times
Santa Paula Chronicle
Ventura Post
Whittier News
Yuma (Ariz.) Sun

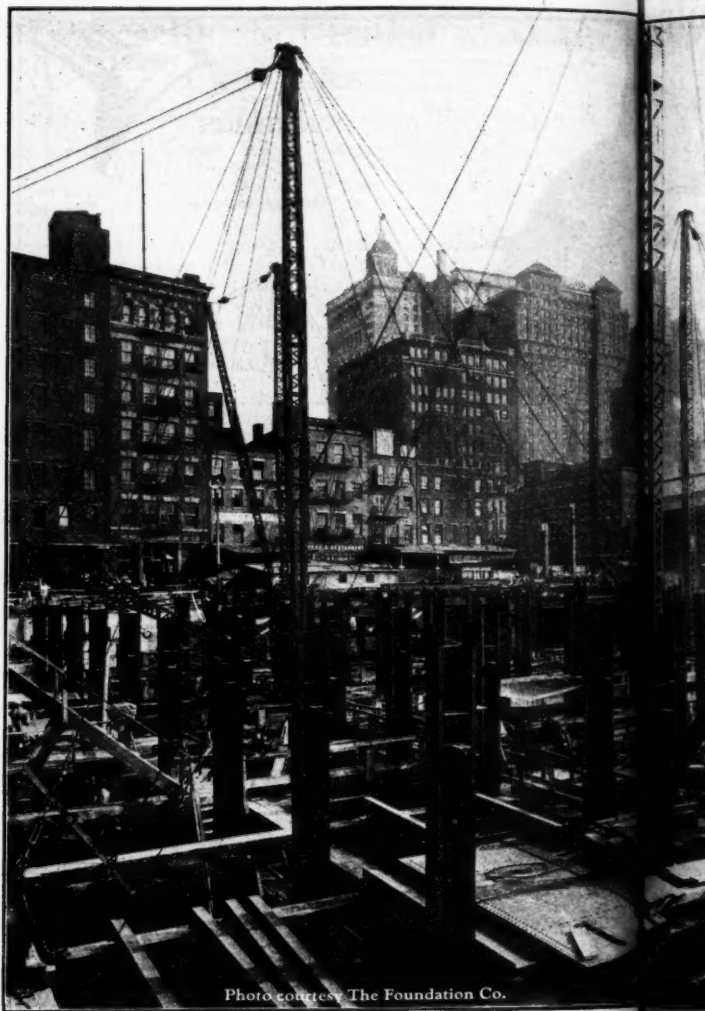
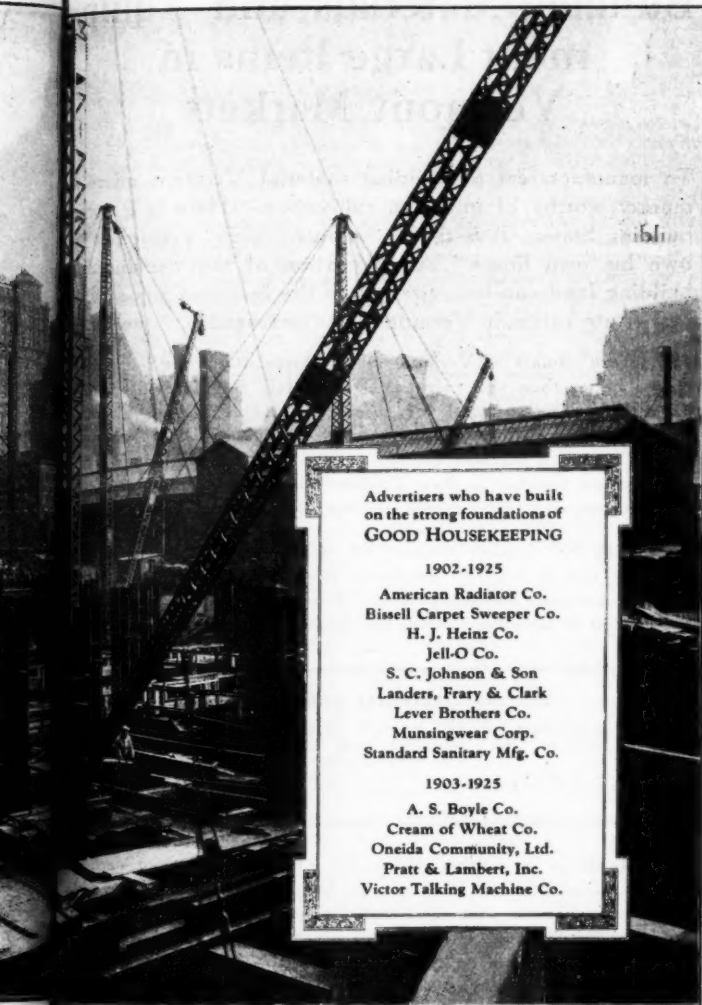


Photo courtesy The Foundation Co.

Foundations for Sou



Advertisers who have built
on the strong foundations of
GOOD HOUSEKEEPING

1902-1925

American Radiator Co.
Bissell Carpet Sweeper Co.

H. J. Heinz Co.
Jell-O Co.

S. C. Johnson & Son
Landers, Frary & Clark
Lever Brothers Co.
Munsingwear Corp.
Standard Sanitary Mfg. Co.

1903-1925

A. S. Boyle Co.
Cream of Wheat Co.
Oneida Community, Ltd.
Pratt & Lambert, Inc.
Victor Talking Machine Co.

or Sound Advertising

Building Materials and Equipment Large Items in Vermont Markets

To manufacturers of building material Vermont offers a market worthy of intensive cultivation. Here is a home building State. It is the ambition of every Vermonter to own his own home. An indication of the demand for building land can be gotten from the fact that since 1900 real estate values in Vermont have increased 63.5 per cent.

The severe climate of Vermont winters necessitates the building of homes better than the average. Fortunately for Vermonters they have the means to build for comfort. Over 57% of Vermont's farms (the largest percentage in any New England State) have telephones against a national average of 38%; 63% of Vermont's farms (the largest number in New England) have water piped into the house as opposed to a national average of only 9%.

There are 355 lumber dealers, 63 electrical supply dealers, 166 furniture stores and 176 hardware stores in the State, all selling building materials and equipment. These dealers have demonstrated their belief in advertised goods by their own newspaper advertising.

BUILDING MATERIAL AND EQUIPMENT

Atlas Portland Cement	Portland Cement Co.	Stormtight
Barrett Co.	Cert. Prod. Corp.	Kyanize
Devoe	Delco Light	Monarch Paint
L. & M. Paint	Murphy Varnish	Lowe Bros.
Niagara Wall Paper Co.	Safekote Shingles	

The only media for reaching the building material buyers of Vermont are the Allied Dailies. They are the home papers. The Vermonter—farmer, laborer, business and professional man—reads them leisurely and thoroughly—news and advertising. These papers offer building material and equipment manufacturers a responsive media which covers this prosperous market.

Vermont Allied Dailies

Burlington Free Press St. Johnsbury Caledonian-Record Barre Times
Rutland Herald Bennington Banner Brattleboro Reformer

quip-

Three Dealers Tell What Sales Helps They Want

A Joint Discussion with Advertisers Throws Light on a Mutual Problem

IF advertising managers clearly understood what selling help is most desired by their dealers, considerable waste would be avoided. With this in mind, the Rochester Ad Club held a joint discussion last week among retailers and advertising managers in an effort to determine the sort of assistance that is most desirable.

The theme of the meeting was "What I Want From You." Three retailers outlined the kind of co-operation they desired from manufacturers, and the advertising managers of three manufacturing concerns told what they would like to have from their retailers.

"Few retailers operating stores of average size know very much about advertising," said William Pidgeon, retail shoe merchant. "When they think about it, the subject is likely to become so big and so confused in their minds that although they realize vaguely that they need advertising, they are at a loss to know how to go about it. The result, in most cases, is that the dealer either passes it up entirely or takes a jab at it occasionally without really getting anywhere."

"The fact of the matter is that the average small retailer cannot pay for the technical ability needed to match the high-grade advertising which is being done today. The only way he can advertise his business and his merchandise in a way that will be creditable is through the help he can obtain from the manufacturers whose products he sells. For my part, I try to use the advertising departments of the manufacturers to the full extent and, not only that, but I push them to the limit for all of the additional help I can get."

"If I were a manufacturer I would be disposed to use the kind of advertising that helps the dealer directly to a much greater extent than most manufacturers are doing today. I would go far-

ther and 'sack' every salesman in my employ who didn't sell my advertising as well as my products. Through my salesmen and through special representatives whom I would send out to call upon the dealers from time to time, I would teach retailers how to use the sales helps supplied through my advertising department. I would let the retailers know how other retailers had used them successfully."

"Very often, the retailer is too busy to realize the full value of a piece of advertising sent to him by his manufacturer. He doesn't know how to get it in the hands of his customers in a way that will do the most good. The result is that a vast amount of expensive material is wasted. Sometimes the retailer is simply ashamed to admit that he doesn't know how to operate a mailing list, for example. If I were a manufacturer I would follow through to make sure that my dealers were using my advertising and I wouldn't be afraid to risk a reasonable expenditure for this purpose. If you can sell the dealer your advertising, it is certain that you will be able to sell him your merchandise. That is inevitable."

Fayette M. Herrick, advertising manager for the Taylor Instrument Companies, manufacturers of thermometers and temperature and pressure recording instruments, stressed the point that the dealer is not an infant and that the manufacturer should not assume that attitude toward him. He declared that he never employed the term "dealer aids" but preferred "sales helps" for this reason.

G. Fred Laube, of the Laube Electrical Department Store, enumerated the things which he expects from manufacturers whose merchandise he sells as follows:

"First, I ask protection. I do not want to buy an article and then have the manufacturer sell it to other dealers whose standards of

ethics are not as high as our own. I want to know who, besides ourselves, is to handle the article. Service is a very important factor in our line and a dealer who fails to give adequate service can often ruin the reputation of a good article.

"I want to be consulted by the manufacturer about changes in the design of the article or in its various parts. The retailer usually knows better than the manufacturer what parts are wearing out and causing trouble, and it is wrong for the manufacturer to make changes without consulting the dealer.

"I should like to have the manufacturer send someone around now and then to look over our store and to make constructive criticism, to show us better ways of displaying our goods and handling our salesmen."

David Bellamy, advertising manager for the Wilmot Castle Company, manufacturer of sterilizers, said that if it is the right of the dealer to know that the manufacturer's selling policy is sound and good, the manufacturer in turn should know from the dealer what his resale policy will be in the territory where he operates.

Herbert Bramley, of the Sibley, Lindsay & Curr Company, which operates a large department store, emphasized the fact that almost every manufacturer has two classes of retailers; the small man for whom he must do it all and to whom he must furnish advertising matter in the form in which it is to reach the consumer, and the large distributor who has ideas and machinery of his own and for whom it is a mistake to attempt to do everything. To the large distributor, said Mr. Bramley, the manufacturer should aim chiefly to give a knowledge of the article and its selling points which will enable him to advertise it intelligently.

"The large distributor knows his clientele better than the manufacturer," he continued, "and has the facilities to prepare advertising material to reach this clientele. Much of the advertising matter

supplied by the manufacturer to large distributors is sheer waste. The cuts and electrotypes which come in and cannot be used alone represent a large expenditure. If, on the other hand, the manufacturer supplied facts and information which could be worked over to conform to the advertising style of the store, that kind of help would be very valuable for the reason that the average buyer, although he or she knows the merchandise, often has little conception of advertising and cannot pick out its selling points."

Carl Gazley, advertising manager for Yawman & Erbe, said: "The dealer who is oversold on the manufacturer's advertising, who has been misled by the salesman into thinking that the manufacturer's national and newspaper advertising is going to make the goods walk out of the store has been weakened when he should have been educated."

E. S. Harrison, Vice-President, O. B. McClintock Company

E. S. Harrison, recently manager of the Gold Medal Radio Station, Minneapolis, has been elected vice-president of the O. B. McClintock Company, also of Minneapolis, manufacturer of clocks, chimes, and bank protection equipment.

California Campaign for Sea Food Account

A newspaper and outdoor advertising campaign for the Van Camp Sea Food Company, Inc., Los Angeles, has been started in Northern California. This campaign is being directed by Emil Brisacher and Staff, San Francisco advertising agency.

Harold Sinton Joins Fries & Fries Company

Harold Sinton has joined the Fries & Fries Company, Cincinnati, Ohio, chemical manufacturer, as advertising and sales manager. He was formerly with Welch & Company, St. Louis, Mo., in a similar capacity.

With San Francisco Agency

Harry Drummond has joined the staff of the St. George Advertising Agency, San Francisco. He was formerly with the San Francisco Chronicle.

Oakland [and Trading Area]

**3rd Largest
Automotive Sales
Territory
in California**

**17,059
Motor Cars
and Trucks**

Purchased in the Year 1925

During that same period

Oakland  Tribune

**Published 1,233,386 Lines
of Automotive Advertising**

The logical and the proven way for the Automobile and the
Automobile Accessory Manufacturer to get a proportionate
share of this huge volume of business is through the
advertising columns of the OAKLAND TRIBUNE.

The Home of Radio Station K L X

Oakland  Tribune

ONE OF THE WEST'S GREAT NEWSPAPERS

National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

225 Fifth Avenue, New York City 360 North Michigan Avenue, Chicago

Should Return Cards Be Stamped?

THE POST EXPRESS PRINTING CO.
ROCHESTER, N. Y.

Editor of PRINTERS' INK:

We have just received an order from a concern for 25,000 broadsides, and they have heard so many arguments for and against the practice of using stamped return cards that we are wondering if you could advise us where some real information could be obtained on the subject. Quite likely your reference to articles published in your periodical in the past would cover the situation.

THE POST EXPRESS PRINTING CO.
H. CONWAY.
Sales Manager.

IT is not to be wondered at that there are so many arguments concerning this subject, for each case is apt to be an individual one. There are certain conclusions, however, to be drawn, in a broad way, from the experiences of firms which have been chronicled in various issues of PRINTERS' INK and PRINTERS' INK MONTHLY, and these may serve as a guide. A list of these articles is available to any subscriber.

In a general way, it has been found that it is wise to affix the stamp when advertising to the home, the farm, or the small dealer, but that the stamped card is not necessary when sending literature to a business office where plenty of stamps are available. Common observation will show that the housewife and the farmer do not always have a stamp handy, and that the small dealer will appreciate the saving in trouble and expense, even though small.

Since there are so many exceptions, however, many firms have adopted the policy of making a test with mailings to 1,000 or 2,000 representative names, before launching into any broad scheme in which the item of extra postage would be considerable. Twenty-five thousand return cards, for instance, if a regular Government card, would cost \$250, and 25,000 stamped cards would amount to \$500, not counting the cost of labor.

Why not, then, in case of doubt, apply the "pragmatic test"—which

means, roughly, that "the proof of the pudding is in the eating"? In short, taste a slice of the pudding before pitching into the entire dish. Perhaps there is an experienced reader who can throw new light on this oft-debated question. If so, PRINTERS' INK will be glad to print his findings.—[Ed. PRINTERS' INK.]

Tool Account for Lynchburg, Va., Agency

The Red Giant Tool Company, Lynchburg, Va., maker of the Red Giant Tire Tool and other automotive accessories, has appointed the Atlantic Advertising Agency, also of Lynchburg, to direct its advertising account. Farm and automotive papers will be used.

A newspaper campaign will shortly be started by this agency on G. C. hair tonic and shaving lotion, manufactured by the Galliher-Crabtree Company, Lynchburg.

Seiberling Rubber Sales Have Large Increase

The Seiberling Rubber Company, Akron, Ohio, reports net sales of \$10,569,522 for 1925. This compares with \$7,351,137 for the previous year, a gain of 40.4 per cent. Net profits last year were \$1,244,967. In 1924 earnings were \$1,013,022.

To Represent Elizabeth, N. J., "Times"

The Elizabeth, N. J., *Times* has appointed Payne, Burns & Smith, Inc., publishers' representative, as advertising representative in the East, and the G. Logan Payne Company, publishers' representative, as Western representative.

Organize Advertising Service at Orlando, Fla.

The Orlando Advertising Agency has been organized at Orlando, Fla. J. A. Goldsack, formerly with the Sterling Advertising Service, New York, is secretary and manager.

Joins Saf-De-Lite Sales Corporation

J. T. Peirce, formerly with N. W. Ayer & Son, has joined the Saf-De-Lite Corporation, Philadelphia, as divisional sales manager.

A. A. Ackley with Wm. G. Kreicker & Company

Allan A. Ackley has joined Wm. G. Kreicker & Company, Chicago, industrial advertising.



Good Living

TOWN & COUNTRY professes to a frank and wholesome friendliness toward outdoor life and luxurious living. It reflects the life of cultured men and women of the world with accuracy and understanding. While an intimate personal note runs through all of its pages, TOWN & COUNTRY is never "cheap" nor intrusive. Brilliant departments, combined with a background of illustration, cleverly "edited" both as to interest and artistic value, have given this publication an outstanding individuality and prestige unique among all American magazines.

Town & Country

Established 1846



Please use your letterhead in writing and tell us to whom in your office the book should go. Your only obligation is to open the cover and look inside. You'll find it well worth while.

For More Than 25 Years The National

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the Little Black Book with the Red Border!

THIS book contains information about the buying and selling of furniture and homefurnishings. It is the tabulated result of a thorough investigation made in this field by R. Q. Eastman, Incorporated.

The big store in the large city; the small store in the village with its surrounding rural purchasing power; the woman in the big house on the avenue; and the little housewife in the cottage just off Main Street,—their stories are all contained in this forty-eight page volume.

Here has been boiled down all the important material contained in the original portfolios which many of the larger agencies such as N. W. Ayer & Son; Barton, Durstine & Osborn, Incorporated, and others, have found of value to their space buyers, copywriters, contact men and research departments.

Fact is, that's why we had to print it. The demand for this material has been so great, both on the part of agencies and advertisers, that the portfolios wouldn't go 'round. It is a limited edition, made to fit your data files, and unless you have already asked for a copy, our suggestion is that you do so at once.

FURNITURE RECORD

*A Magazine of Better Merchandising
for Home Furnishing Merchants*

GRAND RAPIDS, MICHIGAN

A. B. C.—Periodical Publishing Company, Publishers—A. B. P.

writing
ur office
ur only
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it well

National Magazine of the Furniture Trade



We Not Only Preach Advertising—We Practise It!

The above card appears in all the N. Y. Interboro subway cars! It is but a part of our aggressive campaign to build circulation this year.

In the last six months of 1925 our A. B. C. statement shows an increase of over 25,000.

July 4th issue
48,509

Dec. 19th issue
***75,536**

* excluding 22,502 single issue bulk sales

It is good business to advertise in a live, fast-growing publication. Contracts closed now on a yearly basis, get the advantage of greatly increased circulation without additional cost. Act now!

100% BUYING POWER IN

**The MAGAZINE
of WALL STREET**

Member A. B. C.

42 BROADWAY

NEW YORK

Ohio and Michigan Rep.
DICK JEMISON
Hal T. Boulden & Associates
Finance Bldg., Cleveland, Ohio

New England Rep.
Hal T. Boulden & Associates
824 Park Sq. Bldg.
Boston, Mass.

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Why Charlie Chaplin Doesn't Throw Custard Pies

The Importance of Being Serious in Humorous Advertising

By A. L. Townsend

"SHOULD I use humor in my advertising? Is it ethical? Does it attract people in the right way? Does it tend to make my campaign seem trivial in the eyes of those who should always look upon advertising as a dignified thing?"

These questions are perennial. The humorous picture and copy theme remain even now, an unsettled problem with many.

Fundamentally, the answer seems obvious. The American public always responds to good fun and a funny situation. A witty phrase enjoys a large and constant audience. But there are so many different grades of humor, ranging from the crude burlesque to the Mark Twain brand. Of all methods so far attempted and experimented with in advertising, that which finds its text in everyday life, and is entirely unaffected and lacking in exaggeration, seems to be by far the best and there can be no criticism of it.

An advertiser who has used window and store cards for many years, always of the serious type, last year switched to humor and has had greater returns from them than in all his previous attempts. There was no question about it because he took particular pains to ascertain the truth. His salesmen were asked to make notes and the dealers themselves were questioned. For one thing, these humorous cards and displays received far more consideration. They were given prize positions voluntarily.

The humor was always close to life itself. Situations were arrived at by the artist which had probably been observed by everybody, at one time or another. It was natural humor and it was based on episodes which could happen and were happening all the while. The

drawings were well done, types studied out and characterization made much of.

After all, the very funniest things are usually those which are firmly rooted in realism. Exaggeration, in picture or in text, does not produce sincere merriment or lasting impressions. The situation need not necessarily be packed with action, nor does it demand some slap-dash theme.

One of the very funniest advertising illustrations of recent years was a conscientious study of a pretty girl and her sweetheart, as they enjoyed a night "bite" by an open Servel refrigerator. Their poses, the expressions of their faces, the way the lad held the wing of a chicken, all contributed to the success of the painting. It was so exquisitely real and genuine.

Here was a little home drama, a comedy, which might easily happen in any home. With Mother and Dad safely out of sight, youth yielded to inevitable hunger and so that well-stocked ice chest was gloriously rifled. This was humor in which every reader could participate.

SCIENTIFIC HUMOR

A Corona typewriter page, devoted almost exclusively to illustration, contained nothing more wildly exhilarating than a boy of the clumsy age, pecking away at his first machine. But that expression of delight on his face as he sought the keys! His mongrel dog, nearby, looked up in questioning astonishment. Such pictures I would place in the classification of genuine humor, applied scientifically to an advertiser's problems.

There is almost always a touch of very genuine and honest humor in Dodge Brothers automobile ad-

vertising, with illustrations occupying a prominent position, yet never accompanied by captions, headlines or explanatory text. They do not require it. It is subtle humor, most ingeniously devised to bring an irresistible chuckle from any reader.

A mother, in a bathroom, is washing her small child's hair. As everybody knows, this is a tragedy in the day of the youngster. Such grimaces and monkey-faces! A still younger child has strolled in waiting her turn, and has brought along a doll. And the doll's hair is being washed and yanked by a comb. Human, natural advertising humor, close to the hearts of the majority.

One of the very funniest advertising pictures I have observed in quite a while pictured a college girl in her room opening a box from home. It contained Sunshine cakes and cookies. Six girls were the actresses in this comedy. The owner of the box, once the lid was open, held aloft some goodies. After that, the reader could settle down to an enjoyment of the various types of fellow-students. There was, for one, the owl-eyed girl, wearing monstrous spectacles, who never permitted her emotions to get the best of her, despite the fact that she was hungry. And there was the mandolin-playing girl, all smiles, who winked and wanted a bite. And there was the jealous girl, in the background, wistfully wondering why Mother had not thought to send her a gift box of this kind.

It was rich, clean, wholesome, natural humor, blended with a certain amount of wistfulness and a tear for the one who had been forgotten. That is the best sort of advertising humor.

It seems to be true of our great caricaturists, such as Frost, that they reached the hearts and minds of the people through very simple formulas. Their drawings and ideas were funny, but the fun was unaffected and wholly natural. It was never burlesque. Their scheme was to draw fun from the lives of their every-day readers and fun which was easily recognizable. So

it is with advertising humor. The more successful campaigns in this field have invariably been tamed down by actual facts.

"Do you have to dress in the bathroom?" headlines an advertisement for Armstrong's Cork-board Insulation. Even the caption of the accompanying picture is not funny.

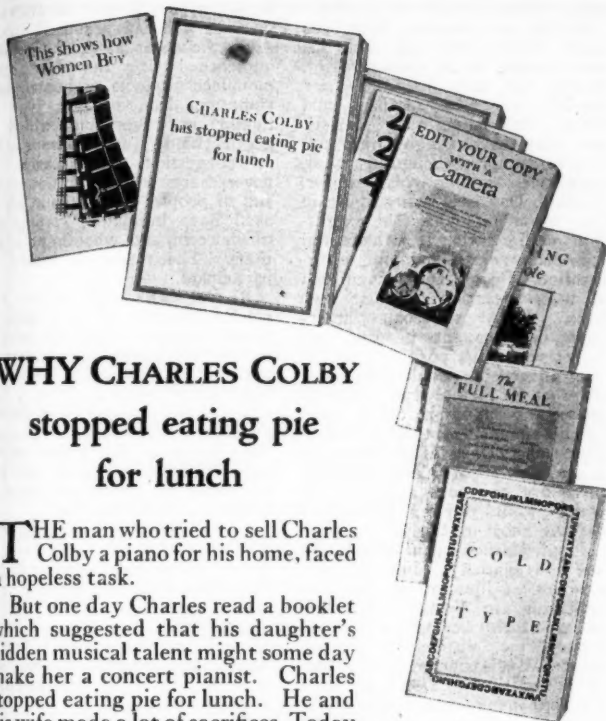
But every family will see humor in the picture and in the situation as artist and copy writer have told their story. Two husky boys have been the first to reach the bathroom on a cold and frosty morning. They are enjoying the experience of the morning wash-up. For here is the only warm room in the house. Outside the door stands Dad, shivering, pulling the collar of his bathrobe around his neck. And he doesn't look very happy. His boys are giving him the laugh. Again, a study in expression, and exceptionally funny. And it is funny because it is true to life. The public can understand such fun.

TREAT HUMOR SERIOUSLY

"Being funny," in an advertising sense, is a thing quite apart from the humor of the comic sections. The advertiser must look upon his obligation a little more seriously. He must, indeed, take humor with a dash of psychological solemnity. Humor is always relative. The kind of humor which interests people most is the homely humor of their own personal experience.

"Stopth the thqueakth," says a 3-in-One headline, as a little lisping girl, of tender years, makes the remark to her solicitous mother. She has been worried by the jointed legs of her doll. Homely fun, but the very kind that enjoys the largest and most human audience.

An advertising illustration, photographically made, appeared some weeks ago for Lorain Oil Burners, and I have heard several people call attention to it. They considered it "very funny." Suppose this illustration is analyzed for the moment. What elements of humor does it contain that it should react so favorably to so



WHY CHARLES COLBY stopped eating pie for lunch

THE man who tried to sell Charles Colby a piano for his home, faced a hopeless task.

But one day Charles read a booklet which suggested that his daughter's hidden musical talent might some day make her a concert pianist. Charles stopped eating pie for lunch. He and his wife made a lot of sacrifices. Today they have a piano—bought on the installment plan.

What happens when a booklet strikes the very keynote of a man's heart's desire is told in the booklet, "Charles Colby has stopped eating pie for lunch." This is one of a series of booklets put out by S. D. Warren Company. These booklets, some of which are shown above, are planned to help the man who prepares or sells direct advertising. They do not aim to promote any particular paper or group of papers. You can hardly fail to profit by reading them.

Some are now ready. Others have still to be printed. You can get copies of those now available by writing S. D. Warren Company, 101 Milk Street, Boston, Mass.

WARREN'S

STANDARD PRINTING PAPERS

Warren's Standard Printing Papers are tested for qualities required in printing, folding, binding

many different kinds of readers?

Mother and daughter have been away. Father has had to do his own cooking in the cottage. But, despite the fact that there are mounds of unwashed pans and dishes, Dad is enjoying himself, and they have caught him, unawares, an apron around his waist, cook-style, getting his supper. Frankly, Dad is a funny figure in that apron and with that expression on his face. It is a natural episode rendered without exaggeration. People will recognize it as a cross-section of their own lives. Many suburban fathers have been caught in just this rather ridiculous position.

If advertisers would only realize that a picture can be truly funny and laugh-provoking without an abandon of these elements. The slapstick style of humor is generally out of place, although there are occasions and accounts which would appear to require nothing short of this.

It all depends upon the product and the approach. For example, a series of illustrations has been appearing for Granger Pipe Tobacco which we believe demonstrates the distinction between these two classifications of "fun" in advertising. "Don't go after that bite hammer and tongs," the reader is told, in a characteristic half page, and the cartoonist has drawn what is admittedly a burlesque. A pipe is in a dentist's chair, and a smoker, as the dentist himself, is trying his best and at the expense of much extravagant energy, to yank out the bite of the tobacco. It is "comic section" humor, but then smokers will demand something as broad as this. It is all very well in its place. The copy assists in explaining why:

No use jumping on your poor, suffering pipe. No use yanking at imaginary teeth, even if they do bite your tongue half off. No use drilling and scraping and scraping and drilling. There's nothing wrong with your old pipe. He hasn't a tooth in his head. But if he had wisdom teeth and a tongue he'd probably pull some "biting sarcasm" about the tobacco you use.

The more subtle brand of advertising humor would not serve so well in a case of this kind.

Both the product and the audience demand a broad brand of fun.

On the other hand, the greater audience buying the more commonplace products of human consumption, lean to that type of humor in advertising which is gentle, kindly, and without sting or suggestion of sarcasm. It never hurts. It does not make fun of people. It is humor which, as I have intimated, springs out of innocent and wholesome situations. The reader is himself a participant.

A Pet Milk page shows two small children. A tiny baby is tilting a bottle of milk far back in an earnest and eager attempt to get the last drop, while the child's older sister looks on, from a high chair, in mild disdain, for she has graduated to the cereal bowl stage. This is humor and humor of the most effective type, made possible, of course, by the earnest work of a very competent artist.

A wee baby, twinkling his toes on a bed sheet, may contain greater elements of genuine humor than the most elaborately contrived burlesque, made up of many figures and much trick scenery and mechanism. One is human and natural and real; the other is palpably manufactured for fun-shop purposes.

The expression of a face, under certain circumstances, can easily contain greater mirth-provoking qualities than a series of so-called "funny pictures." After all, the public reacts more speedily to unaffected humor. It is true of the stage and it is equally true of advertising.

The trouble seems to be that the advertiser has an erroneous idea of the thing he must do to make people laugh. He thinks in terms of custard pies. Charlie Chaplin is funniest when he doesn't throw them. When he blends realism with pathos, then his humor appeals to all.

Stromberg Carburetor Profits

The Stromberg Carburetor Company, Inc., Chicago, reports a net profit of \$629,681, after charges, for the year ended December 31, 1925, compared with \$561,797 in 1924.

TYPOGRAPHIC TALKS—NO. 1]

TYPE FOUNDLINGS

MANY a brain child becomes a type foundling. The pride of the art department and the joy of the copywriter too often gets lost in a sea of type—because there is more to typography than the mere setting of the type.

Leading agency men are now giving more attention to typography. May we help you with yours?



WIENES TYPOGRAPHIC SERVICE • NEW YORK

A Chain Store

*An unusual opportunity
operating department*

CHAIN STORE AGE
has developed a special
merchandising plan
beginning with the April
issue* to intensify and
strengthen sales effort in
this particular field.

*Forms close March 24th.

Complete details showing the
this great field

CHAIN STORE AGE

93 Worth Street

New York, N. Y.

For Chain Store business use CHAIN STORE AGE

Sales Plan

*to sell the chains
and 5-10-25-\$1 stores*

A large number of leading manufacturers of products sold by this chain store group, to whom the plan has been detailed, have already arranged to participate.

tremendous sales possibilities of
on application.

CHAIN STORE AGE

93 Worth Street • New York, N. Y.

For Chain Store business use CHAIN STORE AGE

Where should an agency's service start and where should it stop?

Where the client's requirements start and where they stop.

Each client of this agency has built for him a private scope of service and a special personnel to do the job.

We stop at nothing that is necessary to build his sales rightly.

**Arnold
Joerns
Company**
— Advertising —

A Jobber Holds a Unique Dealer Convention

A Hardware Wholesaler Succeeds in Getting His Customers Closer to the Makers of the Lines He Represents

NO matter how hard the jobber and his salesmen work to acquaint the trade with the complete wholesale line, that work is never done. Even when backed with promotional literature and manufacturer's helps, it is next to impossible to register the full stock strikingly in the mind of every retailer. The problem is a general one.

The Masback Hardware Company, a New York wholesale distributor, has developed a successful plan for making its stock stand out in the minds of its dealers and at the same time bringing manufacturers into direct contact with merchants. This plan is embodied in an "At Home Day" celebration, held on Washington's birthday.

This year, between 1,500 and 2,000 retailers and clerks and their families attended the celebration held in the company's plant. This was a 50 per cent representation of local metropolitan dealers, and it also included retailers from Albany and New Haven, where the company has resident salesmen. In addition, 75 per cent of the company's sources of supply—the manufacturers—responded with help of one sort or another.

According to E. R. Masback, president, the event was held for the first time in 1923. "We wanted to bring dealers to our plant who never had been through it, to establish a close tie-up with them by letting them see for themselves the organization which previously they knew only through the salesman and his description of it.

"A second thought in the plan," says Mr. Masback, "is that this 'At Home Day' is a good test of good-will. If we can get retailers to travel long distances to spend a day with us, we can be sure that we have their confidence and friendship.

"We hold the celebration on Washington's birthday for three reasons: (1) This is a holiday, and retail stores are closed; (2) it is just before the spring rush and retailers, being in a buying mood, are impressed with what they see in stock; (3) our stocks are very complete at this time and give the merchant an excellent idea of the variety of goods we carry.

"Announcements for the event were sent out about three weeks in advance, a circular being enclosed with each February statement. Besides this, our house organ carried the invitation to dealers, and our salesmen carried the message by word of mouth. Tickets were distributed by our men, and through the mail on request, to dealers, clerks and their families. It is interesting to note that two men who were urged by hardware merchants to attend, decided to go into the retail hardware business.

PRODUCERS ASKED TO HELP

"To our sources of supply we wrote a letter explaining the celebration and its tie-up with the retail merchant and asking for any co-operation the manufacturer could give us along five lines. These were: (1) Talent of any kind—instrumental, vocal or comical. (2) Competent demonstrators to demonstrate interestingly the merits of products; (3) unique displays—something out of the ordinary to attract and hold the attention of our dealer friends; (4) contributions of merchandise suitable for presentation as door prizes; (5) contributions of smaller items suitable for use as gratis souvenirs.

"Three-quarters of our sources of supply answered this letter and suggested what they could offer, and from these our buyers selected what was most satisfactory for

the occasion and most helpful to the house. Then, our salesmen helped to set up the actual displays, and later acted as pilots to show the customers through the buildings.

"On Washington's birthday, all our trucks lined the street outside the buildings, to show visiting retailers the extent of our transportation service. The visitors were shown through the plant, usually by the salesman whose customers they were, and introduced to any of the officers they cared to meet. An orchestra played for their entertainment, there were singers, and motion pictures of glass making, rope making, steel manufacturing and the manufacture of Carborundum. These pictures were supplied by the manufacturers, who sent lecturers with them.

"From the manufacturer's point of view, the opportunity to give first-hand information about his product to the retailer was an excellent one. As a matter of fact, one of the demonstrators turned over fifty orders to our men and another thirty, though the orders actually were taken only when the visitor made it quite clear that he wanted to give one. The whole atmosphere was created so as to let the retailer know that while the demonstrations were, of course, to acquaint him with the product, they were not intended to force orders from him. This 'At Home Day' atmosphere provided a much more satisfactory background for such demonstrations than does the ordinary exposition which is attended also by the consumer.

"Summed up, the total cost to the wholesaler for an event of this sort is comparatively small. The graphic result, aside from the good-will, is the increased size of orders that follow the celebration. Not only is each order larger, due to the stimulation of the dealer as a result of his close contact with the organization—which both awes and inspires him—but it is also due to the fact that the retailer sees many new lines that he did not know his wholesaler carried."

Mail Order Sales Continue to Grow

Sears, Roebuck & Company, and Montgomery Ward & Company, both of Chicago, report that February sales were larger this year than they were in that month last year.

Sears, Roebuck sales in February totaled \$21,442,557, a gain of 2 per cent over the same month in 1925. Sales for the first two months of 1926, amounting to \$44,013,462, were 2 per cent ahead of those of the corresponding period last year.

Montgomery Ward & Company report sales of \$14,844,720 in February, against \$12,723,423 in the same month in 1925, a gain of 16 per cent. For the first two months of this year sales were \$30,111,666, an increase of 18 per cent over the same part of 1925.

Black & Decker Purchase Adds to Line

The Black & Decker Company, Towson, Md., manufacturer of electrical tools, has purchased the Marschke Manufacturing Company, Indianapolis, and will operate the plant as a branch. This acquisition means the addition of large electric grinders to the line of Black and Decker tools.

Thomas G. Whaling Dead

Thomas G. Whaling, vice-president of the Westinghouse Lamp Company, New York, manufacturer of Westinghouse Mazda lamps, died last week at New York. He had been with this company since 1906 and successively held the positions of sales manager, assistant general manager, general manager and vice-president. He was forty-eight years old.

F. W. Schultz with Chicago Publisher

Fred W. Schultz has joined the Engineering and Contracting Publishing Company, Chicago, publisher of *Roads and Streets*, *Water Works*, *General Contracting*, *Buildings*, and the "Road and Street Catalog." He had been with *Iron Age*, New York, since 1918.

Indianapolis Utility Appoints B. Q. Hendricks

Blythe Q. Hendricks has been appointed director of advertising of the Merchants Heat & Light Company, Indianapolis. He has been engaged in newspaper work in that city for several years.

Erie Lithographer Opens Philadelphia Office

The Erie Lithographing & Printing Company, Erie, Pa., has opened an office at Philadelphia. William M. Stubbs is manager.

WOMEN Prefer The Call



In advertising appealing to the women of San Francisco—Department Store, Food and Women's Wear—The Call's lineage for *six days* exceeds that of any *seven-day* newspaper in San Francisco.

Department Store, Food and Women's Wear Advertising (combined) for the year 1925

<i>Paper</i>	<i>Published</i>	<i>Lineage</i>
THE CALL	<i>six days</i>	3,966,550
News	<i>six days</i>	2,913,550
Examiner	<i>seven days</i>	2,456,866
Bulletin	<i>six days</i>	2,266,038
Chronicle	<i>seven days</i>	1,200,108

Figures Compiled by the San Francisco Examiner

It is The Call's highly responsive circulation which earns this preference. Advertisers recognize The Call as a profitable medium for their sales messages. They know that, "*Women Prefer The Call.*"

First in Evening Circulation

The San Francisco CALL

*Charles Sommers Young
Publisher*

Ask These Representatives

NEW YORK	CHICAGO	LOS ANGELES
H. W. Moloney	G. Logan Payne	Karl J. Shull
604 Times Building	401 Tower Building (6 N. Michigan Ave.)	Transportation Building

Are Publications on the Increase?

SPORTING GOODS BUYER
COLUMBUS, OHIO

Editor of PRINTERS' INK:

Is it possible to get the figures showing the number of publications turned out under the different classifications, general class, trade, technical, etc.? I am anxious to get these figures for 1924 and 1925. I am interested to know if they are on the increase and to what extent. Any figures you have available on this subject will be much appreciated if you will forward them to the writer. Needless to say, I am a subscriber to both of your publications and find them extremely useful at all times.

CHAS. R. LAWSON,
Vice-President.

PRINTERS' INK for January 14 contained a brief analysis of figures taken from the 1926 edition of "Ayer's American Newspaper Annual and Directory," showing that 22,190 publications are listed, this being a decrease of 184 from the total of the previous year. The decreasing trend has been noticeable ever since 1917, with the exception of 1924, in which there was an increase of weekly publications, chiefly in the college, trade, and class fields. The heaviest mortality has been among country weeklies. The 1926 figures for trade, technical, and class publications give a total of 5,051. The figures for various classifications in 1925 and 1926 follow:

Publications	1925	1926
Morning papers	565	873
Evening papers	1844	1836
Magazines	222	230
Religious papers	856	851
Agricultural papers	600	585
College papers	951	981
Labor publications	311	289

The figures for the various classifications in 1924 and 1925 may be worked out by consulting the above-named directory for 1925 and 1926.—[Ed. PRINTERS' INK.

Appoint E. M. Burke

The Dallas, Tex., *Dispatch* has appointed E. M. Burke, Inc., publishers' representative, as its national advertising representative. The New York *Morning Telegraph* has also appointed E. M. Burke, Inc., as its representative west of Pittsburgh and Buffalo.

Hoover to Speak at Export Managers Convention

Herbert Hoover, Secretary of Commerce, will speak at the annual convention of the Export Managers Club of New York, which will be held on March 16. At the morning session, at which R. L. Bracken, export manager of the Miller Falls Company, will be chairman, the following addresses on "Intensive Selling in Individual Markets" will be made: "What Can Intensive Selling Accomplish?" by Morton Hague, export manager of the Cellucotton Products Company; "How to Plan Intensive Selling Campaigns," Carl H. Greene, sales manager, The North American Dye Corporation, and "What Are the Markets of Tomorrow?" B. Olney Hough, president, B. Olney Hough, Inc.

D. W. Fernout, general manager of the International Manning Abrasive Company, Inc., will preside at the afternoon session. The topic of this session will be "The New Competition and How to Meet It." The speakers will be: E. B. Filsinger, export manager, Lawrence and Company, "Some Types of the New Competition"; J. S. Wolf, treasurer, Standard Varnish Works, "Local Manufacturing as a Remedy," and Allan B. Cook, vice-president, the Guardian Trust Company, Cleveland, "Long Term Credits."

In addition to Mr. Hoover, B. C. Forbes, editor of *Forbes*, New York, will also speak at the dinner which is to be held in the evening.

Shovel Account for H. A. Calahan Agency

The Conneaut Shovel Company, Conneaut, Ohio, manufacturer of shovels, spades, scoops and ditching tools, has appointed The H. A. Calahan Agency, Inc., New York advertising agency, to direct its advertising account.

Joins Irwin Jordan Rose Agency

Stanley H. Rose, formerly with the American Trust Company, New York, has joined the Irwin Jordan Rose Company, Inc., New York advertising agency, as account executive.

Carl Abell with American Car & Foundry Motors

Carl Abell, formerly advertising manager of the Fageol Motors Company, Oakland, Calif., has joined the Kent, Ohio, office of the American Car & Foundry Motors Company.

Mrs. L. L. Ditten to Represent "Child Life"

Mrs. L. L. Ditten has been appointed Eastern representative of *Child Life*, Chicago, with headquarters at New York.

To Mr. George Pearson

Space Buyer for

J. Walter Thompson Company

Chicago

"Quality circulation" is such a popular generality these days that we think it ought to be defined.

Quality circulation to people without typical consumer needs is meaningless. A young bachelor living at the Allerton Club is hardly a good prospect for a Hoosier Kitchen Cabinet—certainly his consumption of Sunbrite Cleanser is negligible.

In other words, Mr. Pearson, most of us buy only because we have definite needs, and the measure of our satisfying them is our pocket-book.

Child Life goes to people with more needs than any one other class—to *families* only, and families with financial means above the average.

Child Life is a 100% family magazine entering 100,000 homes with almost half a million readers. That they pay 35c for a child's magazine as a matter of course, is some indication of their buying power.

Children influence significant buying, and their parents and other relatives who all read the magazine spend a great deal of money.

Anything that can be sold to a family is well advertised when you place your client's space in Child Life.

In proof of all this we have a number of facts and figures that will interest you particularly, Mr. Pearson. We will present them to you shortly in a personal call.

from CHILD LIFE

RAND McNALLY & COMPANY
PUBLISHERS, CHICAGO

A Statement of Our Policy on Publishers' Surveys



OUR attention is frequently directed to "surveys" conducted by publishers and usually presented to advertisers as "the most complete reader survey ever made" or words to that effect. We are repeatedly asked to comment upon the value or credibility of such surveys. We have naturally been somewhat reluctant to say what we thought or felt for fear that it would sound like "sour grapes"—criticism of the job because our organization was not employed to do it.

But we feel that such reluctance should not restrain us from stating plainly our policy on such surveys and our opinion of them.

First, this organization can be employed by any reputable company to conduct surveys, and that naturally includes publishers.

Second, it *cannot* be employed by any organization to conduct a survey for the purpose of proving a preconceived result—and that also includes publishers.

Of course manufacturers rarely, if ever, have such a requirement. But there are not so many publishers who are willing to take the bitter with the sweet and make the kind of a survey that will give them and their advertisers all the facts, the pleasant and unpleasant alike.

Too many publishers want surveys that will prove their publication 100 per cent perfect, and that their chief competitor has only a thin excuse for existence. They can't get that kind of a report from our organization. Even if we were foolish enough and venal enough to take such a job, we have sense enough to know that most advertisers can see the holes in such a report as plainly as we can.

So, to protect our clients as well as ourselves, we have adopted a fixed policy of serving publishers only when they will freely subscribe to the following restrictions:

"The report to which we certify shall not be amplified or modified in any way without our written approval. Use of portions of the report, or excerpts, editorially or in advertising, is permissible, and may depart from the language of the report, but with the provision always that any such portion or excerpt shall be used only in such a way that the statement or inference will be confirmed by a complete reading of the report."

The trouble with most publication surveys is that they are obviously made for effect. Stress is laid upon the number of cities covered or the number of "reports" or "interviews" secured.

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(If you ask your engineer for an analysis of a certain lot of coal or steel he does not come in with a wheelbarrow of the coal or an ingot of the steel.)

Most surveys cover too much territory and too little information—too many interviews and too little analysis. That is particularly a weakness of publisher surveys.

A survey to be "solid" must have thickness as well as area. Most surveys are like the little boy's piece of cheese—they are big, but there is not much to them.

Our experience proves that too many interviews do not help, but actually hinder intelligent and comprehensive analysis. The facts must be broken down by an infinite variety of groupings to tell a complete story. In our surveys for manufacturers, where the entire sales program and policy may hinge on the results, we seldom base a single important conclusion on the primary tabulations, or the aggregates.

Again, it is almost humanly impossible for a publisher to make or direct a survey without being influenced by his desire to prove a certain point. It is true that one "can prove anything with statistics." (Fortunately, we are never interested in proving anything but the facts.)

Again, it is frequently the practice of publishers who have a considerable newsstand circulation, to present an "analysis" of their subscribers as an index of their whole circulation. That is as unsound as for a manufacturer to define the character of his consumer business through dealers by an analysis of his mail order sales.

Our chief concern regarding such "surveys" is that they are so frequently in conflict and so manifestly unsound as to give rise to the suspicion on the part of those who recognize the defects, but are unaware of the reasons for the defects, that all surveys are subject to the same factor of error and equally untrustworthy. And we are vitally interested, of course, in building up confidence in surveys that are soundly organized and directed.



R. O. Eastman Incorporated Cleveland

154 Nassau Street, New York

R. O. Eastman, Incorporated, is an organization devoted solely to scientific market research and the development of sales plans based on established facts. It is employed by leading manufacturers in practically every field, publishers, advertising agencies, and other service organizations. It has no salesmen, but its executives will arrange conferences with those of prospective clients to discuss their requirements. Its headquarters are in Cleveland. A branch office is maintained in New York at 154 Nassau Street, telephone Beekman 4918. Our house organ *The Spade* will be sent to any interested executive upon request.

The
F. J. ROSS
Company, Inc.

Things about ourselves

—said by others

"... From the beginning they have taken the keenest kind of personal interest in our campaign and it is due in the largest measure to the constructive, sound thought and work which they have put into it that we have been able to make it the large success which it is today and to lay the groundwork for the great future which is ahead."

—from our Red Letter Book

New York
Advertising



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Tempting the Eye with Better Typography

The Modern Idea Seems to Be Few Words and More Favorable
Visual Setting

By a Commercial Art Manager

THE belief persists, with advertisers, that "people will not read a long message." There may be a difference of opinion as regards this, with an equal number contending that what you say and the way you say it regulates such problems, but in one department of typography, at least, pronounced changes and innovations are taking place.

Typography is being made more legible. Everything is being done to tempt the eye. There are not so many broken fragments of reading matter, thereby making it necessary for the reader to jump from one part of an advertisement to another, with consequent eye annoyance.

There are more substantial type displays, set in bold face, uninterrupted and of sufficient size to invite the most casual and arbitrary prospect. There are more poster-like paragraphs, packed with important facts and interestingly written.

The former tendency to start with one style of type, use it for several lead paragraphs, then drop into a smaller size, and finally employ from two to six other sizes and styles throughout the remainder of the advertisement, is seen with less frequency. It was never a good thing to do.

"Make your message easy to read" is the present-day slogan.

To a degree, the layout artist

has been responsible for some illegible and particularly aggravating type compositions. It is even now the surprising custom first to build the pictorial features of an advertisement, and then arbitrarily



BORDER AND TYPE COMBINE TO MAKE A MOST PLEASING
PIECE OF COPY

to designate where the type shall go. And this is done without conferences with the writer of the copy. He receives a floor-plan of his space, as it were, and is compelled very literally to build sentences for specific plots of verbal ground.

This is likely to prove embarrassing when the writer has his own preconceived ideas concerning how the message should be written. It is quite likely, for example, that

Good Copy

Finds its best expression in an attempt to be useful.

When useful to its readers, it makes more sales than when it pleads for sales.

A corporation served by us ran such a copy campaign for several years. During this period not a single sale was asked for in the copy, and no bargains were offered, but the price of the corporation's stock rose about three diameters.

**HAWLEY
ADVERTISING
COMPANY**

Inc.

**95 MADISON AVE.
NEW YORK CITY**

he may wish to tell a connected story, flowing freely, from start to finish, and when his layout points out the fact to him that this is quite impossible and that he must prepare a set of disjointed copy thoughts, he may not be as receptive as the serious character of his responsibility demands.

The best selling copy can't be written in any such prescribed and halting manner. Moreover, in a typographical sense, this invites too many sizes of type, too much cluttering up, and too many individual zones of reader interest. It would appear to be the current belief that it is better to say less, and to say it connectedly, in an unbroken flow, from the first word to the last.

There may be a picture or any of the other familiar ingredients of the building of a modern advertisement, but they must keep to their own nooks and corners. They must not transgress upon the typography, nor in any way break in upon its quiet and easy swing. Illustrations may run down the side, they may be as massive as they please, atop or beneath, but jagged corners are not to cause some compositor sleepless nights, as he attempts to fit type around a peculiarly indented shape. It is a welcome idea, in the newer field, to hold type space inviolate and never, under any circumstances, to cramp it, pack it in, congest it, and intersperse pictorial interjections through it.

One advertiser has said that all his copy in periodical pages must be readable half way across his own office, and this office is by no means a small one. He demands large type, simple faces, generous spacing and plenty of white space entirely around type blocks. His advertising department pleads with him, but he has been inexorable.

Concentration is a desirable quality in type set-up. It is no more than fair to suppose that people prefer large type, plain type, and a complete message, uninterrupted. It is asking much to say to the reader: "In order to give you a highly-artistic and embellished page, it has been neces-

Boston Evening Transcript

Typically New England

Where else but in New England would Charities and Antiques be welcomed as features of a daily newspaper? And how can you effectively reach a public so distinctly different, except through a newspaper which is distinctly different and in itself typically New England in its characteristics?

National Advertising Representatives

CHAS. H. EDDY CO.

R. J. BIDWELL CO.

Boston

New York

Chicago

San Francisco

Los Angeles

94½%

coverage of a prosperous

98%

English speaking market.

Allentown Morning Call

Use It To Deliver Your Messages At a Single Cost

Story, Brooks & Finley

National Representatives

"Ask us about Advertisers' cooperation"

People always look at pictures

One reason why advertisers are using more lineage every month in the beautiful Rotogravure Section of The

San Francisco Chronicle

NATIONAL REPRESENTATIVES

Williams, Lawrence & Cresmer, 225 Fifth
Ave., New York City; 360 No. Michigan
Ave., Chicago; R. J. Bidwell Co., Times
Bldg., Los Angeles, Cal.

ask

us to show you some
of the good business
'stories' we have told
in words and pictures
in the form of a *book*.



CURRIER & HARFORD *L*^{td}

Selective Advertising

468 Fourth Ave. N. Y. Cal. 6076

sary to scatter our story through a number of different zones, now here, now there. Some of the type is exceedingly small, but there was no more room. Please take the time to go on a typographical tour with us, remembering, after all, that the complete page is a beautiful composition."

One of the most marked of modern improvements is to run lines of type from one side of the advertisement to the other, not only in sizable type, but with wide spacings between lines. These open areas of typography have a "clean" appearance. There is an immediate eye interest. An invitation is extended, visually, which it is not easy to refuse.

These bold and postery effects are made possible by the elimination of many old traditions of border, indented blocks, extra headlines or sub-heads, trade-marks and vignette, secondary drawings. But the sacrifice makes for far greater reader receptivity. The message comes through clearly, without static. What static is to radio, all of these confusing elements are to the printed message. They constantly interrupt and cloud the reader's mind. They are distractions.

BREVITY IS A HELP

Brevity of expression is making the new form of typography possible: The same stories are being told in a sprightlier and curtailed way. It has brought a new spirit in the text. Advertisers are weighing words as they never did before. Every extraneous thought and every unnecessary word is omitted.

Pictures are being made to tell more of their share of the story, which helps. The responsibility in this respect is more evenly divided. In a series of advertisements, the advertiser selects one important point per display, and makes less of an effort to tell everything in a single approach.

It is also noticeable that an exceedingly earnest effort is being made to find type faces which are at once unusual, artistic and legible. Many of the set-ups are quite

Carry An Extra Quart!

in this Kork-N-Sealed Can—it's free



A handy can with an accident-proof seal. Send for your sample if you do not have one.

WE DECIDED that the most practical method of placing the advantages of the Kork-N-Seal Cap and Nozzle into your hands was to send you a worthwhile, useful demonstration.

The can illustrated above is the result. It shows all and tells all. Shows how evenly the liquid pours (doesn't require a funnel). Shows the absolute seal and reseal qualities of Kork-N-Seal and the convenience of opening and closing.

As long as our supply lasts we will send these handy Kork-N-Seal cans to the executives who write for them. There is no obligation.

Williams Sealing Corporation
Decatur, Illinois

-N-

Williams
KORK

WILLIAMS SEALING CORP'N.,
I'd like to see one of your sample
Kork-N-Sealed cans.

Name.....
Firm.....
Title.....
Address.....

SEAL

THE CAP WITH THE LITTLE LEVER

*Canada's Greatest
Advertising Medium*

TORONTO SUNDAY STAR

(The Star Weekly)

Largest Circulation of Any
Newspaper, Daily or Sunday,
in the Dominion

AVERAGE FOR FEBRUARY

188,184

Practically one in every home throughout
both the City of Toronto and its Ontario
tributary field—complete coverage.

An Eight-Page Rotogravure Section
for Rotogravure Advertisers

U. S. REPRESENTATIVES:

CHAS. H. EDDY CO. --- New York, Chicago, Boston.

Montreal Representative --- J. B. RATHBONE.

beautiful with a picture value due to the artistry of the type itself. Any number of important national accounts are securing almost exclusive faces, or at least types which are not in general use.

Delivering a message with brevity and clarity has come to be one of the noticeable ambitions of the present-day advertiser. Whereupon, like as not, he takes a newspaper or periodical page, boils down a piece of copy, and, selecting a bold-face, very readable type, runs the lines from side to side, in one size, openly spaced and is happily content. Here is the emphasis he has been so eagerly seeking at last.

Then again, artistry enters into these all-type advertisements, although the same identical ideals as to intense legibility, directness and simplicity are in evidence. The advertiser seeks to make up for the lack of illustrations by composition novelty.

A series of advertisements for the Remy Electric Company has followed this principle. Devoting at least 50 per cent of the space to white areas on outer margins, the headlines and blocks of text are so neatly composed that they suggest art contours pleasing to the eye. In this series, the name Remy, hand drawn, is placed in an exceedingly simple scroll which occupies the base of the type layout and stops it off in a highly-artistic manner.

It is a real mistake to assume that type, alone, unaccompanied by illustrative matter, is necessarily dull. That is never the case when an artist arranges the composition and selects the type faces. It is singularly true of all-type layouts that they are artistic or in-artistic almost invariably in proportion to the wisdom of their arrangements and the number of sizes of type used. Take one or two faces and keep to them, and interest is sustained: Jumble up too many sizes and styles, and the most professional composition will be of small avail.

There is a dignity to easy-flowing, one-face type set-ups which can be achieved in no other man-



After Six Years !

On October 1st 1919

an advertisement appeared in "PUNCH" of a Pocket Alarm Watch, made by Messrs. BIRCH & GAYDON, Ltd., 153, Fenchurch Street, London, E.C.3. and

On November 21st 1925

(six years later) advice was received from a reader in Buffalo, N.Y., U.S.A., that an order had been sent to the makers in response to this advertisement.

The receipt of this order has been confirmed.

The length of life given to an advertisement in "PUNCH" is only one of the many elements that go to make "PUNCH"

"The Greatest Salesman on Record"

MARION JEAN LYON
Advertisement Manager, "PUNCH"
25, FLEET STREET,
LONDON, E.C.4, ENG.

BE SURE IT'S
"HENRY"
 not other
ROMEIKES
 when in need of a good
**PRESS CLIPPING
 BUREAU**

We actually cover the entire United States and Canada and furnish a brand of service that's best appreciated after trial.

HENRY ROMEIKE
Press Clippings
 220 W. 19th St., New York, N. Y.
 Telephone: Chelsea 8860

PICTURES
 HOLLER LOUDER
 THAN WORDS *even*
 THE FELLOW TO
 WHOM YOU MIGHT
 SAY • PUT ON YOUR
 HAT HERE COMES
 A WOODPECKER
 GRASPS in a TWINKLING
 THE ILLUSTRATED
 IDEA WE CREATE

IDEA CREATORS
 NOT JUST ILLUSTRATORS

MARTIN ULLMAN
Studios Inc.

250 PARK AVENUE
 NEW YORK



ner. Consider the rather sedate series employed for Anderson frames, as an example of this. A border has been drawn in delicate pen lines of frames of windows and doors. This comprises a neat set-off for the typography which, with marginal whites, is all in one type face, open space and unbroken by sub-heads or any illustrative vignette. How easy to read are these Anderson advertisements; how refreshing and restful to the eye!

Certain national campaigns have come to be known for their common sense in typography. Yet there is nothing particularly original in the layouts. They are, first of all, surprisingly legible, in an age when so many advertisements are cut up into intricate small-type boxes, sub-heads, italicized lines, sprinklings of illustrations and rapid-fire changes of both the styles of type and their size.

Phoenix Mutual advertisements have this quality of great readability. "I want to read that," you remark to yourself, automatically, as you come upon a Phoenix advertisement. A quite long message is set with such wisdom that it does not discourage vision at the outset.

In a series for Dromedary Dates in women's publications, the typography is of such a character that you must take a second look to be certain this is an advertisement you hold before you. And when illustrations become a part of the advertisement, they are never permitted to run over into and contaminate the quiet readability of the message.

The unbroken type block is unquestionably the modern idea, with an aversion to muddled-up type compositions which make it necessary for the reader to jump from one place to another in order to get all of the story.

Coca-Cola Sales Greater

The Coca-Cola Company, Atlanta, Ga., reports sales of \$28,553,425 for the year ended December 31, 1925. This compares with \$25,444,197 in 1924, and \$24,320,064 in 1923. Net profits last year amounted to \$7,899,580, after charges. In 1924 \$5,700,993 was reported.

The "Cream" Shoe Market of the Country

The Entire U. S. Shoe Market

150,000 Retail Outlets
for Footwear
in the United States
buy 1 billion dollars
sell 2 billion dollars
of shoes and
Shoe Supplies
every year

The "Cream" Market

15,000
"Cream Dealers"
buy a billion
dollars worth of
footwear a year
and *sell* it for
billion and a half
dollars!

— BUT out of all these
150,000 retail outlets —

The BOOT AND SHOE RECORDER'S total net paid circulation in the United States on June 27, 1925, was 13,080. The RECORDER goes weekly to 78.3% of the 15,000 "cream" outlets.

Total
Retail Shoe Business
of the
United States

RECORDER subscribers
do 60%
of all the retail shoe
business of the
United States
They sell to over
65,000,000 persons

BOOT and SHOE RECORDER

New York
Rochester
Philadelphia

The Point of Penetration to the
Shoe Market

Chicago
Cincinnati
St. Louis

207 SOUTH STREET, BOSTON

A. B. P.



A. B. C.

WASTEBASKET FODDER? NEVAIR!

More'n likely it'll be framed, perhaps preserved, positively perused.

IT'S the Latz Letter I'm discussing. Send for sample and pamphlet.

HARRY LATZ

Alamac Hotel, New York City

SPECIAL OFFERING

10,000 Envelopes

6% 3X including printing

\$1.60 per 1,000

5,000 Envelopes

\$1.80 per 1,000

Delivered

Other envelopes proportionately low. Cash with order unless rated.

Greenwich Envelope Co.

INCORPORATED

318 Mott St., New York, N. Y.

MAIL ORDERS FILLED ALL
OVER U. S.

We issue a monthly Price List. Send for it. It is a great money saver.

Art Directors Club to Hold Fifth Annual Exhibit

THE fifth annual exhibition of advertising art will be held by The Art Directors Club at the Art Center, New York, from May 3 to 29 inclusive. The galleries will be open from 10 a.m. to 9 p.m., on week-days, and 2 p.m. to 5 p.m., Sundays.

The exhibit will be divided into six sections as follows: Paintings and drawing in colors; posters and car cards; black and white illustrations; magazine and newspaper pen-and-ink illustrations; decorative designs; typographic pages and photographs, unretouched and retouched.

The first award in each section will be a medal designed by Paul Manship. The Barron Collier medal will be awarded in the section of posters and car cards, as last year. Honorable mention will be given at the discretion of the jury with certificates of award. The jury will be composed of men prominent in the fields of advertising and of art.

An entry fee of \$3 will be charged for each picture accepted and hung. All material submitted must have been used for advertising purposes and have appeared prior to January 1, 1926, and preferably during 1925. The closing day for rough proofs is March 19 and the final closing date for the originals is April 10.

It is planned to send this year's exhibition to the Art Institute, at Chicago, for display at a later date.

The members of the exhibition committee are: Willard Fairchild, chairman; Edward F. Molyneux, vice-chairman; Morris Aleshire; Guy G. Clark; René Clarke; James Ethridge, Jr., Byron J. Musser; Arthur W. Munn; Henry B. Quinan; William Oberhardt and Gerald Page-Wood.

Max M. Goodsill, assistant general passenger agent in charge of advertising, of the Northern Pacific Railway, with headquarters at St. Paul, has been made general passenger agent.



s e e d s

THE food on our table, the clothes on our backs, the essentials of our daily life go back to the ground—and come from the ground through *seeds*. The success of a whole year's effort, planting, cultivating, harvesting, depends on the humble seed. Our nation spends millions of dollars in agricultural colleges to further improve—seeds.

Business today is just as dependent on its seeds—advertising. And the amount of money annually so spent is tremendous. Business, too, has found it profitable to select and improve its seeds in every detail—particularly in engravings.

But the difference is that such improvement does *not* cost money. For good engravings, despite their greater and better results, cost no more than poor ones.

Gatchel & Manning, Inc.

C. A. STINSON, President

Photo Engravers

West Washington Square 230 South 7th St.
P H I L A D E L P H I A

24,014 agate lines

of commercial display ad-
vertising appears in New
England Homestead's 22nd
GARDEN ANNUAL
of March 6th

72 pages

165 columns	} total advertising breeders' advertising classified advertising
6 columns	
19 columns	

**This is one of the best and largest issues
of any weekly farm paper ever published.**

This substantial lineage figure is concrete evidence that an increasing number of advertisers are already taking advantage of the favorable agricultural conditions in New England. Moreover they fully appreciate the value of the HOMESTEAD'S local prestige and sales influence in the New England farm market.



WARREN A. PRIEST, Advertising Director
Member of Agricultural Publishers Association
Member of Audit Bureau of Circulations

Phelps Publishing Company, Publishers, Springfield, Mass.

NEW YORK
276 Madison Ave.
E. R. Williams
A. H. Billingslea

CHICAGO
123 W. Madison St.
J. C. Billingslea

ST. LOUIS
Syndicate Trust Bldg.
A. D. McKinney

MINNEAPOLIS
Palace Building
R. B. Ring

SAN FRANCISCO
460 Fourth St.
Lloyd B. Chappell

Ever

How E.

It is that I could use are scarce cost. A mendous of this o speakers upon the advertising away from

In some ence of I of fresh of Jacob' is an in what eve vertising is helpfu vertising of the I use mush the grow It was December grower Chester, rooms.

war, prac been can United S had been and other regularly fifty year who had growing interested canning a canning mushroom picked.

Pickers baskets to they are plant whe each mush on a cor taken to others of are then saved and mushroom can.

Even a Little Advertising Can Do Much

How E. H. Jacob, Grower of Mushrooms, Used Helpful Advertising to Increase His Demand

IT is still unfortunately true that hundreds of people who could use advertising to advantage are scared off by talk of great cost. A man reads of the tremendous advertising appropriation of this or that company, he hears speakers who lay undue emphasis upon the great total volume of advertising, and he is frightened away from his modest plans.

In some facts from the experience of Edward H. Jacob, grower of fresh mushrooms and packer of Jacob's brand mushrooms, there is an inspiring little lesson of what even a small amount of advertising can do if the advertising is helpful. For Mr. Jacob's advertising starts from the position of the housewife who wants to use mushrooms instead of that of the grower.

It was only four years ago last December that Mr. Jacob, a grower of mushrooms at West Chester, Pa., started to can mushrooms. Up to the time of the war, practically no mushrooms had been canned commercially in the United States. Large quantities had been imported from France and other countries, and had been regularly handled by grocers for fifty years or more. Mr. Jacob, who had the largest mushroom growing plant in the country, was interested in the experiment of canning mushrooms. He erected a canning plant and canned the mushrooms as soon as they were picked.

Pickers take three-pound grape baskets to the beds and when filled they are rushed into the canning plant where workers, after cutting each mushroom by hand, deposit it on a conveyor belt where it is taken to a box which contains others of its size. The mushrooms are then shrunk, the juice being saved and later poured over the mushrooms after they are in the can.

After his experiment in canning had proved satisfactory, the total sales of the Jacob establishment during the first year, amounted to \$236.10. Soon after, a very modest little advertising campaign in business papers going to hotels and restaurants was used, and then a folder for consumers was worked out. This lithographed folder in colors is designed to tell the housewife how to serve canned mushrooms.

Although foreign grown mushrooms in cans had been on the market for more than fifty years, the retailer had never received any sort of sales help on the product previous to this particular folder. In it, the suggestion is made that the housewife serve mushrooms with creamed chicken, steak, broiled and in other forms and in each case a complete recipe is given alongside of the colored illustration. Letters to wholesale grocers secured from them a list of the names of retailers to whom they sell mushrooms. The folders were imprinted for the retailer to distribute.

SOME REMARKABLE RETURNS

The returns and comments from both retailers and consumers upon this particular folder have, according to A. L. Knight, sales manager of the company, been remarkable. "The third edition is now being used," says Mr. Knight, "and there is every indication that we will be using the fourth edition, a half-million run, before the spring is advanced very far. Comments on this little piece of literature from retailers and housewives have been fine. Our business is growing by leaps and bounds. Our total sales of canned mushrooms have jumped from \$236.10, four short years ago, to a total of over 1,000,000 pounds of mushrooms in cans in the last year."

In addition to proving that a little

WANTED

Sales Agency Organizer

HAVE you had experience in building up Sales agency organizations? Can you originate and develop ideas to obtain agents and stimulate their work? Could you, for example, imagine how the standard system of selling life insurance could be adapted to the investment business? Can you write a good sales letter, effective advertising copy and sell in personal contact?

A nationally advertised investment institution

is interested in hearing from a man not over 35 years old who can do the above things and whose record shows that he can.

State your experience chronologically, compensation you have earned and other details which you consider applicable. Interviews will be arranged late in March or early in April.

*Address "H," Box 117,
care of Printers' Ink*

advertising with the right spirit back of it will often produce great results. Mr. Jacob's experience is also interesting as showing that it doesn't pay the man who owns the market to leave the dealer without any dealer helps for fifty years, and the housewife without any helpful information. Such neglect of a big market leaves the field wide open for a more alert competitor who begins to advertise.

H. F. Pratt with American Oxygen Service

Henry F. Pratt has joined the American Oxygen Service Company, New York, as sales manager. He has been Eastern manager of the Puron Company, a branch of the Compressed Gas Corporation, Denver, Colo., for the last two years.

Starts San Antonio Advertising Service

J. Custer Dodson has started an advertising service under his own name at San Antonio, Tex. He has been doing newspaper work for the last four years. At one time he was with the Goodyear Tire & Rubber Company, Akron, Ohio.

F. J. McConnell with "Exhibitors Review"

F. J. McConnell, formerly with the Universal Pictures Corporation, New York, has been made vice-president of the Exhibitors Review Publishing Corporation, also of New York, publisher of the *Exhibitors Daily Review* and *Exhibitors Review*.

Dairy Account for Richard A. Foley Agency

The Alderney Dairy Company, Newark, N. J., has appointed the Richard A. Foley Advertising Agency, Inc., Philadelphia, to direct its advertising account.

Goodrich Sales Increase

The B. F. Goodrich Company, Akron, Ohio, reports net sales of \$136,239,526 in 1925. This compares with \$109,817,685, for the previous year. The net profit was \$12,744,447, against \$8,822,504 in 1924.

Leaves "Everyday Life"

Harry Coan has resigned as Western advertising manager of *Everyday Life*, Chicago.

THERE are eight questions to ask yourself before spending a penny in advertising.

The Advertisers' Octalog lays down the eight principles, fundamental to advertising success. We will be glad to mail this little booklet to any one interested.



STANLEY E. GUNNISON, INC.
 ADVERTISING MERCHANDISING
 30 Church Street, New York

We have a position open for a Young Circulation Man

While circulation experience is not essential, we prefer the man who has had some training on a small town newspaper or magazine.

This man we have in mind is between twenty-five and thirty years old—single and willing to travel.

He is a worker who uses good judgment and knows how to do the right thing without being told.

He is a man who can drive himself and work without close supervision—who can finish any job he tackles quickly.

If you are this man and willing to take hold of this job at \$30.00 per week plus an allowance for traveling and living expenses, give us a pen picture of yourself and experience in your first letter.

Only written applications are desired and they will be held confidential. Address "L" Box 260, Printers' Ink.

Has Read About 2,000 Issues of "Printers' Ink"

HIBERNIA BANK & TRUST COMPANY,
NEW ORLEANS

Editor of PRINTERS' INK:

I have been interested in reading the various letters from those who have been acquainted with PRINTERS' INK for a quarter of a century or more.

My first introduction to your most interesting publication was back in Battle Creek, Mich., along in the latter part of the '80's, when my father, Alfred A. Ellsworth, was secretary of the Nichols & Shepards Company, of that city and, as such, had charge of its advertising.

He subscribed for various periodicals, including *The Atlantic Monthly*, *Scribner's Magazine*, *Harper's Magazine*, *Century*, *Manufacturer and Builder*, etc., but among them all there was one little bit of a "two by four" that appealed to me more than any of the others, although I was but a kid. And the reason for the appeal was because I had an amateur printing outfit and had decided to make printing my life work. So consequently a magazine entitled PRINTERS' INK became immediately my "trade journal."

Since that time I doubt that I have failed to read from "kiver to kiver" a single one of the 2,000 or more numbers that have come from your press; and, so far as I can recall, there never has been an issue that did not contain at least one good idea that I could adapt to my own needs.

On a few occasions, it has been my privilege to assume the position of "contributor" to your pages, but in spite of this fact I have constant and genuine admiration for the uniformly high quality of the material that you give to your readers in such generous quantities from week to week.

As a specialty periodical, PRINTERS' INK, in my judgment, is by all odds the best "buy" in the market, and has been all through the years that I have known it.

HIBERNIA BANK & TRUST COMPANY,
FRED W. ELLSWORTH,
Vice-President.

J. E. Huffman with Bozeman, Mont., "Chronicle"

J. E. Huffman, formerly assistant advertising manager of the *Billings, Mont., Gazette*, has been made advertising manager of the *Bozeman, Mont., Chronicle*.

Yale & Towne Report Larger Profit

The Yale & Towne Manufacturing Company, Stamford, Conn., reports a net profit of \$2,570,749, after charges, for the year ended December 31, 1925 against \$2,018,592 in 1924.

Joins Shelby Syndicate

Miss Helen SeEVERS, formerly with the Adamars Company, St. Louis, has joined the Shelby Syndicate, of that city.



VAN HEUSEN COLLARS

—a newcomer among the many products
made in Pawtucket, Rhode Island.

VAN HEUSEN COLLARS

already give employment to 500 well
paid workers and immediate plans call
for a minimum of 1500 employees.

VAN HEUSEN COLLARS

thus provide 1500 more good reasons
why your advertising should reach the
150,000 people in Northern Rhode
Island, covered intensively only by

The Pawtucket Times

Net Paid During
Circulation **27,435** January, 1926

National Representatives

GILMAN, NICOLL & RUTHMAN

New York

Boston

Chicago

San Francisco

The only Toronto daily that increased its total advertising linage during the year 1925

*The figures in agate lines (by De Lisser Bros. Inc., Brooklyn, N.Y.)
are as follows:*

	<u>Total Linage</u>	<u>Increase</u>	<u>Decrease</u>
THE EVENING TELEGRAM	14,145,169	4,824	
2nd Paper	12,456,608		507,584
3rd Paper	5,641,365		276,219
4th Paper	5,495,584		323,949

Largest advertising linage in Canada

**A million-and-a-half [1,688,561 agate
lines] more than its nearest competitor**

**More classified advertising than all
three other Toronto papers combined---
and more than any other paper in Canada**

THE EVENING TELEGRAM

TORONTO

1-1

1-1

CANADA

Montreal—JOHN C. HOGAN, 1070 Bleury Street, Room 401

U.S. Representatives — MESSRS. VERREE & CONKLIN, INC.

New York—300 Madison Ave.

Detroit—321 Lafayette Blvd.

Chicago—Steger Bldg.

San Francisco—681 Market St.

Danger Spots in Instalment Selling

THE FIRST NATIONAL BANK
STATESVILLE, N. C.

Editor of PRINTERS' INK:

In my search for information on the subject of instalment buying, I have been referred to you. I am planning a paper on the subject with the idea of showing its development and prevalence, and pointing out its danger. It is information along this line that I am seeking, particularly data on the scope and volume of instalment buying. Any information, literature, or suggestion you may have on the subject will be much appreciated, I assure you.

THE FIRST NATIONAL BANK,
C. A. POOLE,
Asst. Cashier.

THE interest in the subject of instalment selling is extraordinarily keen, judging by the number of inquiries, similar to the above, recently received by PRINTERS' INK. A list of our numerous articles bearing on the subject has been forwarded to Mr. Poole, who will be especially interested in the series of three articles which appeared in PRINTERS' INK during May, 1925. They attracted such wide attention and created so great a demand that PRINTERS' INK has issued them in reprint form. Only a few copies of this brochure are now left. While they last, they are available on request.

The National Association of Credit Men estimated, a few months ago, that debts due to instalment buying amounted at that time to \$3,000,000,000. George W. Norris, governor of the Philadelphia Federal Reserve Bank, recently told the National Wholesale Dry Goods Association, that he believed instalment sales last year amounted to \$5,000,000,000 altogether. Critics of the instalment system contend that this vast borrowing from next year's income can be sustained during prosperous times, but that the strain will be severe if a more stringent period sets in. They assert that retail credit is being extended to an uneconomic degree. Upholders of the system maintain that if it were not for the instalment plan, thousands of homes, farms, and small businesses would be without the labor-saving and

AN ACE-HAND



"The Ace of Typography"

PLAY an ace hand by dealing with "A-C". Efficient, on time, day and night service for advertising agencies and advertisers, whose exacting requirements are filled to a "T" at "A-C".

Get in touch with "A-C"

ADVERTISING-CRAFTSMEN
132 West 31st St., New York
PENNSYLVANIA 8789-8790

A Real Copy Opportunity

High grade agency in Chicago has unusual opportunity for a COMPETENT copy writer.

By UNUSUAL OPPORTUNITY we mean JUST THAT.

This agency serves IMPORTANT accounts only.

The man we want must have had SEVERAL YEARS' agency experience. Perhaps he is to-day NEXT to the copy chief in some good agency.

There is a chance for him to be copy chief here RIGHT NOW, or as soon as he can qualify.

Yes, this IS an unusual opportunity.

Please give COMPLETE record of your experience and mention the KIND of accounts you have been writing. Your confidence will not be violated. Your letter will be acknowledged and an appointment arranged. Address "N," Box 262, care of Printers' Ink, 232 S. Clark St., Chicago.

Advertising Salesman

A MAN of broad selling and advertising experience, including eight years with one of the largest business papers, is available. Capable of handling a large volume; has always shown results. My ambitions cannot be satisfied with my present connection and I am looking for a good opening where knowledge and ability will produce results for some organization and myself. Highest of references from present employers. An interview is requested. Address "Q." Box 264, care of Printers' Ink.

of help to you

a young man • with an excellent background in advertising typography • exacting in layouts • and an able director • is desirous of changing his present position for one of better appointment

PLEASE ADDRESS
" J " • BOX 118
PRINTERS' INK

educational appliances which have helped to bring about the country's prosperity.

There is no doubt that the instalment idea now sweeping the country has some danger spots in it. They are due in some cases to an over-rapid extension of the system, lack of forethought and care in preparation, and abuse of credit-granting facilities. Some commodities are economically suited to the instalment system; others are not. Durable, long-lasting articles which are expensive to manufacture but which undergo relatively small depreciation from year to year, are obviously not in the same class with quickly-perishable articles catering to snobbishness or pure luxury.

The greatest weakness of American business today is the tendency to imitate the other fellow. Butcher & Company introduce a new method or idea; they prosper—apparently; and then Baker & Company can't wait until they have jumped into the same saddle and gone riding off into the wind. The latter class needs some agency to sit on its head, or else to apply an ice pack until the fever cools and reason returns.—[Ed. PRINTERS' INK.]

R. T. Walter Starts Advertising Business

Raymond T. Walter, formerly with *Casket*, New York, and *Sunnyside*, also of New York, has started an advertising business at Jersey City, N. J., under the name of Raymond Walter & Company, specializing in mail-order advertising.

L. L. Gerstenberger with Moser & Cotins

L. L. Gerstenberger has joined Moser & Cotins, Utica, N. Y., advertising agency. He was formerly with Donovan-Armstrong, Philadelphia. Prior to that time he had been with Fuller & Smith, Cleveland.

Hearst Coast Papers Add to Chicago Staff

F. H. Hakewill, for the last twelve years with the Chicago office of Lord & Thomas, and J. S. Baley, have joined the staff of William H. Wilson, Chicago, representative for the Hearst Pacific Coast morning newspapers.

*Every Manufacturer, Merchant, Advertising
Man Interested in the Sale of Goods
Should Have a Copy of the Book*

"The New York Theatre Market

vs.

The New York Market"

*The Statistical Information It Contains Makes
for Economic Sales Distribution and Advertising.*

It Shows

WHAT part of a total population constitutes a buying market; how living conditions affect buying habits; what the transient population *actually* is; who *really* support the New York Theatres; what *causes* the deficiency of magazine circulation; how many pay income tax and the total amount paid; why there are more theatres in New York than in the 18 next largest cities in the country *combined*; and *facts* not *guesses*—all contributing to increased sales and lowering of sales expense.

Sent, Without Obligation, When Requested
on Business Stationery.

New York Theatre Program Corporation

108-114 Wooster Street, New York City

Chicago Office: Tower Building

ADVERTISING EXECUTIVE

FORCED TO CHANGE

He is now and has for ten years been Advertising and Art Director of a Chicago corporation whose annual business he assisted increasing from a half to twelve million dollars volume. Before this, was Vice-President of an Advertising Agency. Before that, was Salesman for a nationally known firm, developing a business which increased his earnings over 50% in less than two years. A well-rounded executive. Been through the advertising profession from the ground up. Accustomed to creating and producing advertising of distinction and power and to developing and directing necessary organization. Has a genial personality; exudes the cordiality that creates favorable impressions and inspires respect. Well groomed, 45 years young, happily married and in good health. Is loyal, can take orders, give them and personify employers. Can write or talk and work in harmonious co-operation with superiors and subordinates. Has made \$10,000; will start at \$6,000. Desires permanent connection with opportunity for advancement. Personal interview arranged. Address "D," Box 114, Printers' Ink.

DURING 1925

The
EVENING HERALD

made a greater gain in
National Advertising over
1924 than all other Los
Angeles newspapers, daily
and Sunday included,
combined!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
6 North Michigan Ave., Chicago, Ill.
H. W. Meloney, 604 Times Bldg., New York
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

Est. 1873

A. B. C.

American Lumberman

CHICAGO, ILL.

112 to 138 pages per issue.
52 times a year.

A Salesman Should Stick to the Ship

THE FALLS RUBBER COMPANY,
OF AKRON, INC.
AKRON, OHIO, MARCH 3, 1926.

Editor of PRINTERS' INK:

In your February 18 issue you reprinted the following letter:

"Why not give us an article on: 'Salesmen Should Leave or Desert a Slipping Company or Company in Decay,' and asked who would write it. The following would be my answer.

THE FALLS RUBBER COMPANY,
OF AKRON, INC.
C. D. HADDEN,
Sales Department.

There is an old maxim which says: "Be loyal to yourself and to the man you work for."

Many companies making a quality product fail each year for as many reasons. When a salesman cast his lot with any concern he was convinced at that time that he had an opportunity with this company. That there was a future with big possibilities. His work and part was cut and dried. Yet it was evident that his company was slipping. Should he jump or stick? If he jumped probably he could get a position and sail right along. If he sticks there is that possibility that his company will pull through and get back on its feet. And he would be rewarded for faithfulness.

At such a time the weeds and grain are separated. A real honest-to-gosh human salesman would stick, and if the company did fail he would get another position quicker than the fellow that jumped. His record would be clean. His reason for a new position would be unquestioned, and he would prove that he was of that calibre needed in good reliable salesmen.

Raymond Rubicam to Move to New York

On April 1, Young & Rubicam, advertising agency, will transfer part of its Philadelphia organization to New York. Raymond Rubicam will be in charge of the New York office. The Philadelphia office will be continued under the direction of John Orr Young.

Appoint Devine-MacQuoid Company

The Lima, Ohio, *Republican Gazette* and the New Kensington, Pa., *Dispatch*, have appointed the Devine-MacQuoid Company, Inc., publishers' representative, as their national advertising representative.

Alfred Weissenbach with "Wisconsin News"

Alfred Weissenbach, advertising director of the Syracuse, N. Y., *News and Telegram*, until merged with the *Journal*, has been appointed to a similar position with the Milwaukee *Wisconsin News*.

The Reilly Electrotypes Company, Inc.

Takes pleasure in announcing that on March first, nineteen twenty-six

Mr. JAMES J. HATTON

joined our organization



Mr. Hatton is a well-known printing executive, for many years superintendent of printing and engraving for the International Magazine Company. His thorough knowledge of printing plate problems, with our new and added manufacturing facilities, will enable us to serve you even better than heretofore.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500; President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

C. B. Larrabee Roland Cole
E. B. Weiss Andrew M. Howe
Thomas F. Walsh James C. McGrath
H. W. Marks

James H. Collins, Special Contributor
A. H. Deute, Special Contributor
John Allen Murphy, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, MARCH 11, 1926

"Buyers Want to Believe in Somebody" There is far more to advertising than "salesmanship in print." There is a deeper spiritual note in advertising than any generally accepted definition gives.

None of the glib definitions so often used goes deep enough. They take no account of a deep-rooted, human impulse—the desire to believe in somebody. The buyer is interested in purchasing for himself the use of certain merchandise. He is more interested in how it will serve him than he is in the price, the appearance or any other superficial quality. Vaguely conscious of a lack of real values in merchandise, he desires to place his trust and his in-

vestment in the hands of a concern in which he has faith.

This faith in honest human relationships has been created by a large number of far-seeing business executives through sound, dignified and consistent advertising. In calling attention to these deeper values of advertising service, Henry P. Williams, in his article in the March PRINTERS' INK MONTHLY has performed a distinct service, not only to the business of advertising, but to all business. His article should be read carefully by every man who is interested in making business more of a real social service and less of a sordid money-making affair. Truly, the buyer wants to believe in somebody.

Helping to increase the number of those concerns in which he can place implicit trust is a task worthy of the efforts of every sincere man.

But the Point Is, They Buy Those manufacturers and others who apparently find cause for worry in the "small and often" buying habit which retailers have formed during the last several years, overlook a very important thing. This is that merchandise is being sold in unprecedented volume. During 1925, the American people bought more commodities than in any previous twelve months in the country's history.

Not only is more merchandise being purchased and consumed, but the retailers are making more money. Turnover is at work. More frequent trips to market, with buying spread out through the year, bring fresher, more attractive and more salable retail stocks. Left-overs are not nearly the problem they were when quantity buying was general.

Some manufacturers, while not denying that this pictures the retail situation, tell us that they themselves have not yet tasted the improved profits. In such cases, it nearly always follows that the manufacturer is trying to conduct his business in the old way—that he has not yet made the readjustments called for by the new dis-

pensation. Some hesitate because they think the condition is only temporary. Others have not yet thought the thing through and do not see clearly the way to proceed.

But, pending the time when the manufacturer will thoroughly find himself, he is not going to be harmed a bit by the improved prosperity of the retailer. If the dealer makes more money, it is inevitable that the benefits shall get around to the producer in time—not a long time, either.

Whether the unit purchases be measured by market baskets or freight cars, the total is what counts. When the total is larger than ever before, merchandisers should feel at least reasonably cheerful while hunting a way into the light and trying to figure what it is all about.

When the Customer Is Always Right

Nothing, said a great life insurance expert, is so uncertain as the individual life; and nothing is so certain as the average life. Which explains what is wrong and what is right with the slogan, "The customer is always right." The individual customer is as often wrong as he is right in his judgment of merchandise and service. It is only when the customer is considered as a group that his judgment is to be taken seriously and banked upon. Two splendid examples illustrative of the point have recently appeared in PRINTERS' INK, as below:

A manufacturer told how, when attempting to select a leader for his line of thirty-eight products, he decided to go past his salesmen and retailers, whose opinion he had previously sought, and find out what his consumers thought about it. Each salesman secured from each of his retailers a list of ten regular customers, thus obtaining about 500 names. A letter sent to these customers asked each one to name five items, which if all the rest of the line were discontinued, the customer would like to see retained. On the basis of replies received, the item selected as a leader was one which had not been named by the salesmen or

dealers and which had been a somewhat neglected item in the line. When advertising was put behind this item, sales grew beyond all expectations and thereby justified the choice of the consumers.

Whenever the Fuller Brush Company considers adding new items to its line, it submits such new items to its "Household Testing Bureau," which consists of 142 housewives located in homes scattered throughout every State in this country and the Provinces of Canada. As soon as the new product is made up, a sample goes to each of these 142 women with a letter of explanation and suggestions for testing it in actual use. Each housekeeper uses the article for a month or two, then gives her experience in the form of a questionnaire, which is returned to the company. When the questionnaires are in, the company has an actual experience record upon which to form an opinion as to the future of the new product. All of the items tested by this method during the two years the plan has been in operation proved to be successful members of the family when added to the line.

Manufacturers and merchants have frequently gone astray by singling out the individual customer as the object of study or special cultivation, only to discover that individuals are inconstant, unreliable and temperamental. The testimony of the customer is only valuable when he is taken collectively and averaged. Then and then only is "the customer always right"; and moreover he is the only factor in the commercial transaction that can be counted upon to give the manufacturer an absolutely trustworthy answer to questions having to do with his product and service. What the salesmen think about the matter may be highly interesting, and so too are the opinions of retailers and jobbers, to say nothing of the very helpful suggestions which may be obtained from members of the manufacturer's sales and advertising departments. But in the last analysis, it is the consumer, or user, of the product who knows

more about it than anybody else, and he it is, when enough of him is taken to get an average, who on every conceivable subject connected with the use or consumption of the merchandise, is always right.

Seasonal Fluctuations in Advertising Replies

A few weeks ago, we heard from a number of sources that the returns from advertising during the second half of 1925 were not equal to the returns received during the first six months of the year. By "returns" is meant inquiries and not sales.

The advertisers who had this experience were a little surprised to see their inquiries fall off in this way, especially since general business was decidedly better during the second half of the year. Some of them attached so much importance to the matter that we resolved to investigate it. Accordingly, we asked fifty prominent advertisers who make a bid for replies in their advertising what their experience had been.

Most of these advertisers tell us that there is not anything exceptional about the circumstances which we have related. They say that replies nearly always decline during the second half of the year.

For example, Harlow P. Roberts, advertising manager of the Pepsodent Company, sends us a chart showing a five-year trend of the company's average inquiry cost by months from all publications used. This chart shows that the seasonal and monthly variation in replies has been almost identical each year. Mr. Roberts explains that "the first quarter of the year always brings us the largest response and the lowest inquiry cost. The fourth quarter of the year brings us the smallest response and the highest inquiry cost."

Much the same sort of testimony is offered by thirty-two other advertisers. Where companies advertise pretty much throughout the year and use the same style of copy, they get greater direct response from their efforts during the first few months of the year

than they do in the last few months. What is the explanation of this? Does it mean that advertising during the second half of the year is less profitable than during the first half?

The fact that most advertisers nearly always do more business during the last months of the year proves that their advertising at that time must be just as profitable as that done earlier in the year. The reason why the number of inquiries declines as the year advances is that sales are closed more quickly as the holidays approach. A man who becomes interested in a radio advertisement in November does not take the time to write to the manufacturer. He is more likely to look up a dealer and to purchase right away. If he became interested in that advertisement in the spring, the chances are he would have corresponded with the manufacturer about the set and then have postponed buying until fall.

Fall is normally the heaviest buying season. Fall business, therefore, not only gets the benefit of current advertising but also the benefit of all the advertising done throughout the year.

From this it should not be argued that the advertising of everything except seasonal and everyday necessities should be left to the fall. The advertiser who would do that would lose the cumulative value of advertising. It takes months of urging to get the average person to buy things that are out of the run of his ordinary purchases.

O. K. Kunath with Louis F. Dow Company

Otto K. Kunath, formerly advertising manager of Foot-Schulze & Company, St. Paul, Minn., has joined the sales staff of the Louis F. Dow Company, advertising specialty manufacturer of that city.

Timken Roller Bearing Profit Gains

The Timken Roller Bearing Company, Canton, Ohio, reports net profit of \$8,088,388, after charges, for the year ended December 31, 1925. This compares with \$5,805,686 in 1924.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.
Johns-Manville Incorporated
Western Electric Co.
American Chicle Company
The T. A. Snider Preserve Co.
Loose-Wiles Biscuit Co.
Graybar Electric Company

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

New York Club Receives Gift from Students

A dinner at the Advertising Club of New York on March 2 marked the final session of the Advertising and Selling class which the club has sponsored. It was originally intended to hold the sessions of this class at the club house but the enrolment was so large that the class of more than 400 had to meet in the auditorium of the Twenty-third Street Y. M. C. A.

The class wished to record its appreciation of the club's organization and administration of the course and, for this purpose, a committee was appointed to select a gift. A fund of more than \$200 was raised and this was used to purchase forty bound volumes of **PRINTERS' INK**, dating back ten years.

Each volume was specially inscribed as an appreciation of the class for the "generosity and unselfishness of the club in sponsoring the course in advertising and selling." The members of the committee were: J. P. Emory, O. Walters, H. W. Clifton, Kathleen Dougherty and O. Passloff, chairman, who presented the gift to Ernest Eberhard, chairman of the committee in charge of the course. The gift was accepted as a nucleus of the advertising and selling library which the club is planning.

James S. Martin, export advertising manager of the Remington Typewriter Company, who is educational director of the club, complimented the class on its attendance and initiative. The meeting closed with an address by Charles K. Woodbridge, president of the Associated Advertising Clubs of the World.

* * *

New England to "Follow Franklin's Footsteps"

"Follow Franklin's Footsteps to Philadelphia" is a slogan under which delegates to the Philadelphia convention of the Associated Advertising Clubs of the World are being recruited by the All New England On-to-Philadelphia committee. Major P. F. O'Keefe, of the Advertising Club of Boston, is chairman of the committee.

* * *

Oakland Club Plans Engravers' Day

The Oakland, Calif., Advertising Club will hold its second annual Engravers' Day on March 16. B. H. LaLande has been named chairman of the committee in charge of arrangements.

* * *

St. Louis Club Appoints

F. W. MacMillan has been appointed executive secretary of the Advertising Club of St. Louis. He succeeds Fred E. Winsor, who has been presented with a trip to the convention of the Associated Advertising Clubs in appreciation of his services to the club.

Mayor Puts Stunt Publicity in Its Place

Municipalities make a mistake when they put their efforts into staging stunts with the purpose of being advertised. They fail of their goal, according to Mayor George L. Baker, of Portland, and bring, instead, ridicule upon themselves. This so-called advertising, he declared before a recent meeting of the Advertising Club of Portland, is, in reality, a cheap form of publicity which should be avoided.

It is advantageous to broadcast the attractions and resources of a city, provided you tell a true story, he said. "Things that make us ridiculous are palm leaf fan parades in December, or trying to make summer resorts out of our bathing beaches in the winter time," continued Mayor Baker. "Small, well-kept homes and a healthy line of dinner pails are real advertising assets to a city.

"Tourists are just a side line and will not build a State. Substantial industries, good transportation facilities, docks, municipal golf links, fine churches, those are the things that attract decent people. When you tell about them, tell the truth. In Oregon there is plenty of truth to deal with, and the settler, or the man with capital, who is looking over our assets wants to know facts and not fiction.

"Co-ordination and team work build a community. Get behind the things which are worth while and avoid publicity about the things that bring ridicule."

* * *

Gary, Ind., Organizes Advertising Club

W. Frank McClure, vice-president of Albert Frank & Company and chairman of the National Advertising Commission, addressed a group of advertising men at Gary, Ind., on March 1. At the close of the meeting it was decided to organize an advertising club and affiliate with the Associated Advertising Clubs of the World. The club anticipates a membership of more than fifty. Another meeting will be held soon at which officers for the new organization will be elected.

* * *

Pacific Coast Convention Theme Selected

The directors of the Pacific Coast Advertising Clubs Association have decided upon "Stabilizing Prosperity" as the theme of its next convention. To carry out this note the following subjects have been adopted for the three-minute speech contests which will form part of the convention program: "How Can Waste in Advertising Be Reduced?" "What Should a Merchant Expect from His Advertising?" and "Can Advertising Stabilize Prosperity?"

British Advertising Men Form Association

The Fourteenth District of the Associated Advertising Clubs of the World, of England, has been reorganized into a national body and is now called the Advertising Association. In effect, the new association will be the Fourteenth District under another name and will possess a separate and distinct British identity. Lieut.-Col. E. F. Lawson, chairman of the Advertising Association, stated at the first meeting of the organization, that the fraternal link with America, through its affiliation with the Associated Clubs, would be continued and that the British district would endeavor to work even more closely in co-operation.

Plans are now being made for the second convention of British advertising interests which is to be held at Blackpool in May.

* * *

Pacific Coast Association Appointments

John J. Cuddy, advertising manager of the Standard Oil Company of California, has been appointed chairman of the general program committee of the Pacific Coast Advertising Clubs Association. Fletcher Ford, of the Fletcher Ford Company, Los Angeles, is chairman of the graphic arts departmental. J. L. Brogdon, of San Francisco, will head the outdoor departmental.

* * *

Advertising Post Holds Annual Dance

Advertising Men's Post, No. 209, of the American Legion, held its annual dance at the Waldorf-Astoria on March 5. Gerritt V. I. Weston, of the General Outdoor Advertising Company, was chairman of the committee in charge of arrangements.

The next meeting of the post will be held at the New York Advertising Club on March 16.

* * *

Advertising Clubs to Aid Forest Week

The reforestation committee of the Associated Advertising Clubs of the World has arranged for the participation of United States and Canadian clubs in Forest Week activities, April 18 to 24. Special club programs will be held during that week. Each club will be urged to plant a large number of young trees in its locality.

* * *

San Diego Club Visits Los Angeles

About fifty members of the Advertising Club of San Diego, Calif., made a visit to the Advertising Club of Los Angeles on March 9, to return a visit recently made by the latter. R. Lloyd-Jones was chairman of a reception and entertainment committee appointed by the Los Angeles club for the occasion.

Associated Clubs Move Against Free Mail Privilege

The Associated Advertising Clubs of the World have adopted a resolution opposing the free use of the mails by various departments of the United States Government. The resolution charges that a large portion of the deficit of the Post Office Department is due to the expense of handling, free of charge, the mail sent out by the many bureaus and departments of the Government at Washington and in all parts of the United States. If each government service could be made to stand its share of the expense, the resolution says, the heavy load now being borne by private users of the mails, in the form of increased postage rates, would be distributed more equitably.

A copy of the resolution has been sent to the Joint Congressional Committee now considering postal rate revision.

* * *

Should Substitute "Human" for "Public"

The changes which have taken place since the war in the attitude of public utilities toward their relations with the public were reviewed in a talk which W. S. Vivian, director of public relations of the Middle West Public Utilities, Chicago, recently made before the Indianapolis Advertising Club. "If you will substitute the word 'human' for 'public,'" Mr. Vivian said, "you will get a better understanding of what public relations mean to us today. We often speak of service and yet, too often, we do not comprehend what it means. Utilities sell service primarily and service consists largely of doing the things you don't have to do, the things you are not paid to do."

* * *

Milwaukee Club Host to Business Women

On March 4, the Women's Advertising Club of Milwaukee, Wis., entertained the members of the Business and Professional Women's Club at a dinner at the Elks' club. A spring fashion review was presented and Frances Hooper, promotional advertiser, of Chicago, spoke on "Successful Business Women I Have Known."

* * *

New Secretary for Oakland Club

William J. Schindler was appointed executive secretary of the Oakland, Calif., Advertising Club at a recent meeting of the board of directors.

* * *

Colonel Mitchell to Address Peoria Club

Colonel William Mitchell will speak at a meeting to be held under the auspices of the Peoria, Ill., Advertising and Selling Club, on March 18.

A
PRIZE CONTEST
for the
ALERT ADVERTISER

Here's a new kind of contest—and an easy one.

Every question has the same answer.

Every prize is the first prize.

It will cost you something to win, but you'll get your money's worth—and then some!

S-----**S**---

R. E. BERLIN, *Business Manager*
119 West 40th Street, New York
Chicago Adv. Office, 360 N. Michigan Ave.

THE QUESTIONS

What magazine has gained more than 200,000 circulation, and more than 100% within the year?

What magazine has twice, in that period, given its advertisers a bonus of 75% more readers than they paid to reach?

What magazine stands first (by test) in the affections of most of the leading advertisers in its pages?

What magazine has set a new standard in presenting stories from real life against a background of the last word in photographic illustrations?

* * *

THE CLUE

The name, in two words, will fit exactly the cover below, or into the smaller type block on the opposite page.

* * *

THE PRIZE

—Is really notable. To all advertisers and agents solving the contest correctly, we offer, month in and out, more circulation for the dollar than it is possible to buy elsewhere in a magazine of this calibre.





Birds of a Feather

Counting pedestrians to determine store sites is predicated on one factor—the class of pedestrians which frequent the street to be checked.

Quality Street—Quality Goods
Railroad Avenue—Overalls

What is your ultimate market? Fifth Avenue or Seventh, Main Street or down by the tracks?

Counting magazine circulation should be predicated on the same factor—the class and buying power of that circulation.

Quality Circulation—Quality Goods

THE ATLANTIC MONTHLY

Is Fifth Avenue or Main Street as the case may be. A cross section of Atlantic subscribers in New York or San Diego and all the way between is a list of those who own the better homes, leading stores, principal banks and who are the heaviest investors in each community. Such circulation affords the greatest buying power with the least waste; the highest return per line—the lowest net cost per line.

May We Give You All the Facts?

THE ATLANTIC MONTHLY

"A Quality Group Magazine"

8 Arlington Street

Boston, Mass.

Circulation 110,000 net paid (ABC), Rebate-backed, Guaranteed

Mar.

MA

VOL

MON

Review

World's

Atlantic

Harper's

Scribner's

Golden

Current

Bookman

Wide V

St. Nic

Munsey

Street &

Century

Everybo

Blue B

American

Cosmopo

Red Bo

Physical

Photopl

True St

Better H

Smart S

True Ro

Dream V

Smaet

True De

Motion F

American

Secrets

Ellis Ma

Boys' Li

Fawcett's

Asia . .

Success

Picture F

Film Fur

W

Vogue (2

Ladies' H

Good Ho

Woman's

Harper's

Pictorial

McCall's

Holland's

Delineator

Designer

Modern P

MARCH MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own
advertising)

Standard Size

	Pages	Lines
Review of Reviews	137	30,718
World's Work	108	24,352
Atlantic Monthly	104	23,485
Harper's	90	20,246
Scribner's	85	19,109
Golden Book	65	14,725
Current History	29	6,496
Bookman	24	5,383
Wide World	24	5,376
St. Nicholas	23	5,320
Munsey's	23	5,208
Street & Smith Comb...	21	4,826
Century	17	3,864
Everybody's	13	3,102
Blue Book	11	2,464

Flat Size

	Columns	Lines
American	343	49,119
Cosmopolitan	250	35,798
Red Book	195	27,893
Physical Culture	188	26,895
Photoplay	176	25,303
True Story	176	25,196
Better Homes & Gardens	157	23,578
Smart Set	154	21,956
True Romances	152	21,792
Dream World	143	20,472
Sunset	137	19,687
True Detective Mysteries	130	18,722
Motion Picture Magazine	115	16,458
American Boy	95	16,306
Secrets	102	14,410
Elks Magazine	90	13,680
Boys' Life	78	13,372
Fawcett's	90	12,870
Asia	83	11,952
Success	62	8,874
Picture Play	55	7,865
Film Fun	40	5,809

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues)	984	155,511
Ladies' Home Journal .	572	97,244
Good Housekeeping ...	510	73,014
Woman's Home Comp..	398	67,661
Harper's Bazar	391	65,716
Pictorial Review	266	45,220
McCall's	240	40,963
Holland's	182	34,535
Delineator	199	33,979
Designer	180	30,656
Modern Priscilla	137	23,397

"Good
Magazines"
are not
always great
Advertising
mediums.

Forbes is
both a good
magazine
and a great
Advertising
medium!

Walter Drey

FORBES



\$1,000 a foot—

A yacht represents money. Just an average motor houseboat, a 75-footer, will run to \$75,000. Figure maintenance, crew and supplies at a thousand a month. Southern harbors are full of these craft. It's ten to one there's a copy of YACHTING aboard.

The men who own the boats read YACHTING. It's their magazine, about their boats, their races and cruises; it is edited by yachtsmen. When you use it to advertise your cigarettes and beverages, your motors and apparel, real estate and pianos, you get the benefit of this leisurely, personal approach.

Send for rate card and sample copy, or let our representatives give you facts and figures.

(Applicant for A. B. C.)

Yachting

"Edited by Yachtsmen for Yachtsmen"

25 West 43rd St., New York City

	Columns	Lines
Farmer's Wife	127	21,716
Woman's World	103	17,583
People's Popular Monthly	92	15,581
People's Home Journal.	89	15,296
Mother's-Home Life	85	14,895
Needlecraft	77	13,156
Junior Home Magazine.	63	10,755
Fashionable Dress	48	8,374
Today's Housewife	48	8,066
Child Life	41	5,976
Mess. of Sac. Heart (pg) ..	20	4,509

GENERAL AND CLASS

	Columns	Lines
House & Garden	715	113,057
Town & Country (2 is.) ..	526	88,508
Country Life	428	72,009
House Beautiful	410	64,828
Vanity Fair	371	58,633
Arts & Decoration	262	44,058
Garden & Home Builder ..	260	40,112
Popular Mechanics (pg) ..	165	37,072
System	245	35,178
Popular Science Monthly ..	239	34,210
Nation's Business	215	31,692
Normal Instructor	169	28,764
Radio News	183	26,898
Field & Stream	181	25,883
Radio Broadcast	137	20,170
International Studio ...	119	20,019
Outdoor Recreation ...	135	19,437
Outdoor Life	106	15,192
Scientific American	87	14,918
Theatre	93	14,784
Science & Invention ..	95	14,062
Popular Radio (pg) ...	59	13,384
Business	93	13,206
Radio	79	11,708
National Sportsman ...	68	9,812
Extension Magazine ...	54	9,168
The Rotarian	61	8,794
Forest & Stream	46	6,578
Association Men	42	5,910
Radio Age	39	5,518
Sportlife	27	3,989

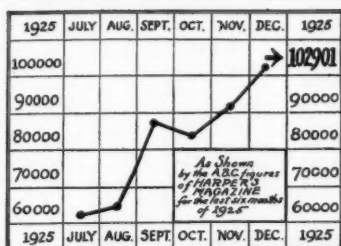
CANADIAN MAGAZINES

	Columns	Lines
Maclean's (2 Feb. is.)..	197	34,572
Can. Home Jour. (Feb.) ..	123	21,558
West. Home Mo. (Feb.) ..	101	18,194
Rod & Gun in Canada..	46	6,714

FEBRUARY WEEKLIES

	Columns	Lines
February 1-7		
Saturday Evening Post ..	506	86,082
Liberty	139	22,413
Forbes (Semi-Mo.)....	111	16,937
Literary Digest.....	103	15,668
American Weekly.....	36	10,026
Collier's	55	9,361
Christian Herald.....	43	7,445

Harpers Magazine Has Gained Over 40,000 New Readers



This chart gives the new (A. B. C.) circulation figures

The new *Harpers Magazine's* astonishing increase in circulation of 65% since September is due to nothing more or less than the material it publishes. A man said the other day, "It seems to me I never go out to dinner or drop in at the club that I don't run into a discussion about something in *Harpers*."

The net circulation of the new *Harpers Magazine* is now in excess of

100,000

Three Dollars per Page. per Thousand

The increase in advertising lineage has kept pace with the circulation. There has been a

GAIN of 28,434 LINES

of advertising in the past seven issues, an average gain of over 4,000 lines per month.

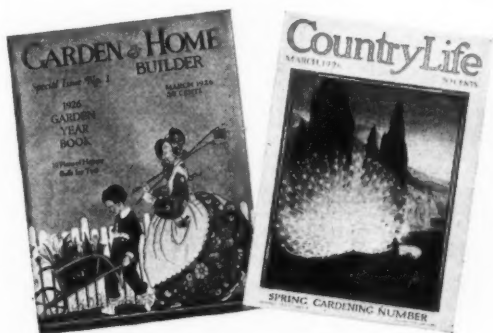
Harpers

MAGAZINE

One of The Quality Group

	Columns	Lines		Columns	Lines
Time	45	6,410	Amer. Legion Weekly	14	2,124
Life	42	6,008	Judge	13	1,891
Radio Digest	30	5,779	Churchman	13	1,878
Argosy—All-Story (pg.)	19	4,401	New Republic	12	1,764
Outlook	27	4,001	Youth's Companion...	7	1,287
Youth's Companion...	23	3,983	Argosy—All-Story (pg.)	3	812
Judge	20	2,970			
Amer. Legion Weekly	19	2,790	Totals for February	Columns	Lines
The Nation	15	2,153	Saturday Evening Post	1,795	305,299
Churchman	13	1,944	Liberty	531	85,602
New Republic	9	1,323	Literary Digest	498	75,716
February 8-14	Columns	Lines	Collier's	265	45,087
Saturday Evening Post	423	72,023	American Weekly....	139	38,273
Literary Digest.....	158	24,116	Time	181	25,475
Liberty	149	23,981	Christian Herald.....	124	21,152
Collier's	69	11,889	Life	146	20,961
American Weekly....	40	11,121	Radio Digest	92	17,402
Life	42	6,027	Outlook	106	15,253
The Nation	42	5,985	The Nation	97	13,703
Christian Herald.....	33	5,747	Amer. Legion Weekly	68	9,845
Time	36	5,077	Youth's Companion...	55	9,443
Outlook.....	30	4,395	Argosy—All-Story (pg.)	40	9,053
Radio Digest	18	3,444	Judge	62	8,883
Youth's Companion...	19	3,321	Churchman	58	8,171
Amer. Legion Weekly	16	2,380	New Republic	44	6,614
Argosy—All-Story (pg.)	9	2,230	Forbes (Semi-Mo.)...
Judge	12	1,724			
Churchman	12	1,681	RECAPITULATION OF ADVERTIS-		
New Republic	7	1,102	ING IN MONTHLY CLASSI-		
			FICATIONS		
February 15-21	Columns	Lines		Columns	Lines
Saturday Evening Post	462	78,680	1. Vogue (2 issues)..	984	155,511
Liberty	144	23,281	2. House & Garden....	715	113,057
Literary Digest.....	123	18,729	3. Ladies' Home Journal	572	97,244
Forbes (Semi-Mo.)...	94	14,434	4. Town & Country		
Collier's	73	12,422	(2 issues)	526	88,508
American Weekly....	30	8,328	5. Good Housekeeping..	510	73,014
Time	51	7,204	6. Country Life	428	72,009
Outlook.....	29	4,229	7. Woman's Home Com-		
Life	27	4,002	ppanion	398	67,661
Radio Digest	21	3,964	8. Harper's Bazar	391	65,716
Christian Herald.....	22	3,874	9. House Beautiful ...	410	64,828
The Nation	24	3,360	10. Vanity Fair	371	58,633
Churchman	19	2,668	11. American	343	49,119
Amer. Legion Weekly	17	2,551	12. Pictorial Review ..	266	45,220
New Republic	16	2,425	13. Arts & Decoration..	262	44,058
Judge	16	2,298	14. McCall's	240	40,963
Argosy—All-Story (pg.)	7	1,610	15. Garden & Home		
Youth's Companion...	5	852	Builder	260	40,112
			16. Popular Mechanics		
February 22-28	Columns	Lines	(Pg.)	165	37,072
Saturday Evening Post	403	68,514	17. Cosmopolitan	250	35,798
Literary Digest	113	17,203	18. System	245	35,178
Liberty	99	15,927	19. Maclean's (2 Feb.		
Collier's	67	11,415	issues)	197	34,572
American Weekly....	32	8,798	20. Holland's	182	34,535
Time	48	6,784	21. Popular Science		
Life	34	4,924	Monthly	239	34,210
Radio Digest	22	4,215	22. Delineator	199	33,979
Christian Herald.....	24	4,086	23. Nation's Business...	215	31,692
Outlook.....	18	2,628	24. Review of Reviews..	137	30,718
The Nation.....	15	2,205	25. Designer	180	30,656

Healthy Editions for a Healthy Market



March Garden & Home Builder is the
largest issue we have ever published 67 pages

Country Life is the largest March issue
of any preceding year 122 pages

This combination 189 pages

These two magazines of evenly balanced
circulation have shown over a period of
years a natural and healthy growth reaching a total of 82,000
homes every month.

Well-to-do America, reached through the Country Life-
Garden & Home Builder combination, is a most responsive mar-
ket—people who carefully discriminate in their selections and
buy for themselves.

Country Life for the Large Estate, Garden & Home Builder
for the Choice Suburban Home—are sold in combination
to advertisers at the lowest rate in the home building and
decorating field.

*This forms a really great background for manufacturers
of all fine building materials, furnishings and equipment*

DOUBLEDAY, PAGE & COMPANY, Publishers

Advertising Headquarters, 285 Madison Ave., New York City

GARDEN CITY

BOSTON

CHICAGO

SANTA BARBARA

Garden & Home Builder and Country Life are Members of the Class Group

FOUR-YEAR RECORD OF MARCH ADVERTISING

GENERAL MAGAZINES

	1926	1925 *	1924	1923	Totals
American	49,119	46,618	49,857	47,078	192,672
Maclean's (2 Feb. Issues)....	34,572	36,136	40,140	33,600	144,448
Cosmopolitan	†35,798	†36,910	28,602	24,212	125,522
Physical Culture	26,895	30,605	33,598	33,288	124,386
Review of Reviews	30,718	24,465	27,731	34,006	116,920
Red Book	27,893	28,476	30,018	26,517	112,904
World's Work	24,352	22,306	21,952	26,880	95,490
Atlantic Monthly	23,485	22,670	22,983	24,176	93,314
Photoplay	25,303	24,419	23,120	20,316	93,148
Harper's	20,246	16,767	17,150	20,071	74,234
Motion Picture Magazine....	16,458	16,620	18,028	15,030	66,136
Sunset	19,687	15,270	17,112	13,432	65,501
Scribner's	19,109	15,373	14,504	16,128	65,114
American Boy	*16,306	*16,818	17,658	12,600	63,382
Success	8,874	14,443	12,017	13,507	48,841
Boy's Life	13,372	12,745	9,890	6,189	42,196
Century	3,864	6,104	12,320	13,888	36,176
St. Nicholas	5,220	5,880	6,720	7,644	25,464
Munsey's	5,208	5,152	5,586	5,124	21,070
Everybody's	3,102	5,024	7,062	3,932	19,120

*New size. †Hearst's International combined with Cosmopolitan.

WOMEN'S MAGAZINES

	1926	1925 *	1924	1923	Totals
Vogue (2 issues)	155,511	138,424	119,549	105,314	518,798
Ladies' Home Journal	97,244	89,043	89,177	90,452	365,916
Good Housekeeping	73,014	65,707	61,337	56,381	256,439
Harper's Bazar	65,716	65,310	60,806	51,698	243,530
Woman's Home Companion..	67,661	60,041	54,472	51,865	234,039
Pictorial Review	*45,220	*51,670	*64,993	64,940	226,823
McCall's	*40,963	*39,396	*44,738	43,923	169,020
Delineator	33,979	35,714	32,279	27,923	129,895
Designer & Woman's Mag...	30,656	33,389	28,805	24,206	117,056
Modern Priscilla	23,397	25,160	28,506	26,449	103,512
People's Home Journal	15,296	22,610	22,600	21,760	82,266
Woman's World	17,583	18,932	16,429	17,430	70,374
People's Popular Monthly	15,581	16,255	16,628	16,822	65,286
Mother's-Home Life	14,895	16,798	12,928	10,991	55,612
Needlecraft	13,156	15,495	13,396	12,026	54,073

*New size. 709,872 693,944 666,643 622,180 2,692,639

CLASS MAGAZINES

	1926	1925 *	1924	1923	Totals
House & Garden	113,057	84,590	89,663	80,482	367,792
Town & Country (2 issues)...	88,508	75,695	64,609	60,772	289,584
Country Life	†72,009	†72,418	57,624	52,080	254,131
House Beautiful	†64,828	†52,629	33,964	32,711	184,132
Vanity Fair	58,633	38,977	35,787	36,392	169,789
Popular Mechanics	37,072	38,864	38,360	34,278	148,574
Popular Science Monthly....	*34,210	*37,043	*38,185	28,412	137,850
System	35,178	32,137	35,478	31,154	133,947
Arts & Decoration	44,058	33,138	22,412	28,000	127,608
Nation's Business	31,692	24,587	26,579	21,250	104,108
Field & Stream	25,883	24,453	24,397	24,082	98,815
Outdoor Recreation	19,437	19,069	17,921	17,949	74,376
Science & Invention	14,062	13,636	19,827	16,938	64,463
Scientific American	14,918	14,142	20,674	14,126	63,860
Theatre	14,784	14,775	17,686	14,794	62,039
Outdoor Life	15,192	13,772	13,836	14,004	56,804
National Sportsman	9,812	9,735	13,902	16,056	49,505
Forest & Stream	6,578	5,726	10,335	11,035	33,674

*New size. †Changed to four-column page. 699,911 605,386 581,239 534,515 2,421,051

WEEKLIES (4 FEBRUARY ISSUES)

	1926	1925 *	1924	1923	Totals
Saturday Evening Post.....	305,299	304,353	265,867	234,491	1,110,010
Literary Digest	75,716	66,216	69,040	71,394	282,366
American Weekly	38,273	43,725	71,707	52,757	206,462
Collier's	45,087	37,674	25,309	17,929	125,999
Forbes (2 issues)	31,371	23,701	17,610	18,588	91,270
Christian Herald	21,152	22,007	19,296	16,792	79,247
Outlook	15,253	19,638	20,732	20,778	76,401
Life	20,961	16,790	16,861	16,480	71,092

553,112 534,104 506,422 449,209 2,042,847

GRAND TOTALS 2,372,476 2,236,235 2,170,352 2,003,512 8,782,575

Totals
92,672
44,448
25,522
24,386
16,920
12,904
75,490
23,314
23,148
74,234
6,136
5,501
5,114
3,382
18,841
12,196
6,176
25,464
1,070
9,120
16,038

8,798
5,916
6,439
3,530
4,039
6,823
9,020
9,895
7,056
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2,266
0,374
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2,639

7,792
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1,051

9,010
2,366
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"Yes, thank you, I read The
American Mercury every
month—more than that,
I wait for it."

Robtinsman

President
FEDERAL ADVERTISING AGENCY, Inc.

More than 60,000
net paid circulation

The Little Schoolmaster's Classroom

THE Schoolmaster has recently come across a story concerning the managerial tactics of H. C. Bohack, owner of a chain of retail grocery stores that bear this name.

The story illustrates the fact that salesmen do rise to responsibilities if their chief has sufficient tact to show them their responsibilities in the right way.

In the early days of the Bohack business, when there were but about five stores in the chain, Mr. Bohack divided his time daily among all of the stores, looking over the condition of the stock and observing how the various items were moving. One day he observed in one of the stores a large quantity of laundry soap that had not been selling. He asked the manager of the store to pile all of the stock of soap on the counter. Then he said to the manager: "I want to get rid of that soap. Give a bar to each customer as a present." The manager, greatly surprised, said: "But, Mr. Bohack, I can sell that soap. In fact, I think I can get the full price." "All right," said Mr. Bohack. "Do it if you can, but get rid of it today." Every bar of the soap was sold during the day at the regular retail price, and from that time on as long as he could continue his daily visit to his stores. Mr. Bohack repeated the same plan and always with success, whenever he observed any stock that was not moving at a satisfactory rate.

* * *

During the holiday season the International Harvester Company advertised toy tractors and trucks to children in several farm papers. About 7,000 coupons ordering these were returned to the company. There was one coupon that neither the Harvester company nor the Post Office could decipher. The result is that on some farm there is a disappointed boy or girl, still waiting for a toy truck and wondering what became of the dollar

that he or she sent to the company.

In the home offices of the company it was recognized that there is an obligation here to be discharged, notwithstanding the illegibility of the child's writing. Accordingly, half of the company's space in three farm papers has been used recently to discover who and where the boy or girl is. The coupon is reproduced in this advertising and an appeal is made to readers for help in locating the boy or girl.

Here is a case, it seems to the Schoolmaster, that refutes the occasionally expressed view that all advertisers cut corners in giving the satisfaction that they lead their customers to expect. So far, the Harvester company has spent more than \$1,000 in buying space to find the sender of a one-dollar bill. It makes good copy.

As the farmer studies this advertising and wonders where the puzzling coupon came from, he finds his attention being drawn to the company's tractors. And as he reads the selling copy, at least one thought is going to stick in his mind, the Schoolmaster believes. This is, that any company willing to go to such effort to make sure that some boy or girl gets full value for a dollar, is pretty certain to take good care of farmers whose purchases run into real money.

* * *

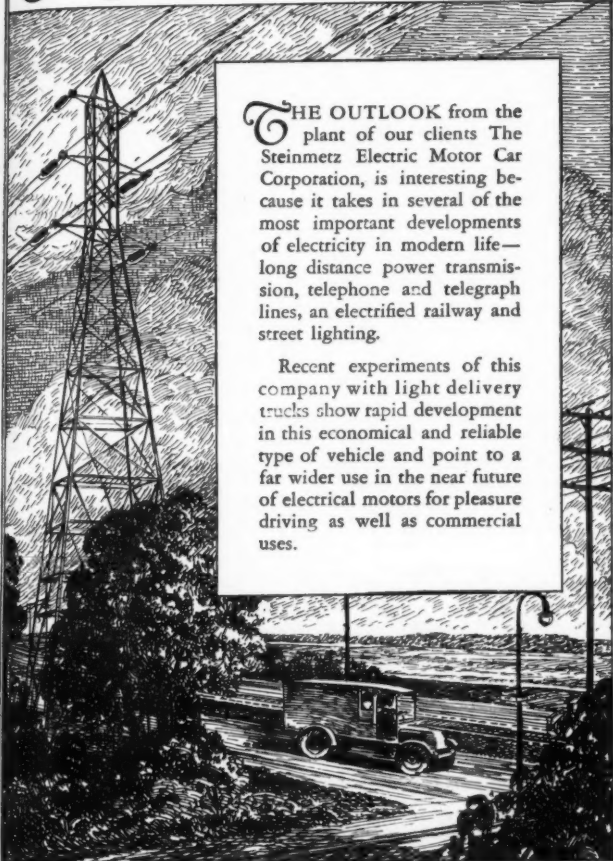
Among the letters which reached the Schoolmaster's desk on a recent morning was one from a jeweler in Switzerland. It was a printed communication, even the signature being in type, except that a blank line was filled in with handwriting and a postscript had also been added with a pen. Not a letter having a striking appearance, and after glancing over it, the Schoolmaster was about to put it aside. But he didn't. He read it over again. Then he read it a third time. This was it, exactly as received:

"Dear Sir, With the present, I

O U T L O O K S

THE OUTLOOK from the plant of our clients The Steinmetz Electric Motor Car Corporation, is interesting because it takes in several of the most important developments of electricity in modern life—long distance power transmission, telephone and telegraph lines, an electrified railway and street lighting.

Recent experiments of this company with light delivery trucks show rapid development in this economical and reliable type of vehicle and point to a far wider use in the near future of electrical motors for pleasure driving as well as commercial uses.



CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*

50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

PREMIUM SERVICE

Users of our Premium Service save all overhead expenses, all investment in premium merchandise and all bother connected with the numerous details incident to buying, stocking and distributing premiums.

Our customers get the benefit of more than 25 years' experience in the premium advertising line.

There is no charge for our Service except as represented by a small profit on factory cost of premiums used. These are shipped direct to the customers of our patrons, under their names, guaranteed against loss, damage and dissatisfaction.

We place at the disposal of our customers more than 2,000 different items of standard merchandise. The cost of our Service is much less than that involved in the establishment and maintenance of a premium department by any concern.

Booklets explaining our methods mailed to those stating nature of business.

THE PREMIUM SERVICE CO., INC.
199 Franklin Street New York

YOUR PRODUCT
will find its market in the
CHURCH FIELD

through the preachers' trade journal

THE EXPOSITOR

710 Caxton Building, Cleveland, Ohio
17 West 42nd Street, New York
37 South Wabash Avenue, Chicago
Sample and rate card on request.

Photostats 
of any subject -
By Photographers
Fast Messenger Service
PACH BROS.
28 West 44th St. Murray Hill 2597

 **Howell Cuts** 
for house organs
direct mail and
ask for proofs other advertising
Charles E. Howell - Park Building - New York

Mailing Lists
Will help you increase sales
Send for FREE catalog giving
counts and prices on classified
names of your best prospective
customers - National, State
and Local - Individuals, Pro-
fessions, Business Concerns.
99% GUARANTEED **5¢ each**
by refund of
ROSS-Gould Co. 344N. 10th St. St. Louis

take the pleasure to acknowledge you my arrival in the States.

"I am staying at the Hotel (Commodore room No. 194) and I would be very pleased, if you could come and see my collection.

"You can call on me any time from 9 a. m. till 5 p. m.

"I remain allways on your service yours faithfully

"Will be in New York until—".

The Schoolmaster enjoyed this letter more than any received this day, because of its quaint language and spelling, but above all because of its simplicity. What a different flavor is contained in the phrase, "allways on your service," from the conventional "always at your service"! The Schoolmaster was set to musing, first upon the difference between "at" and "on" in this connection; and secondly, upon the power of simple sincerity. None of the elaborately contrived and skilfully written form letters which he saw that day had the human note which sounded in the Swiss jeweler's artless missive.

The Schoolmaster decided that there is such a thing as too much sagacity, too much sophistication, in some forms of advertising. He well remembers the case of a farmer who began shipping home-made sausage by post. He wrote the copy for his own letters, and they brought the business. He did so well that he was finally able to afford the services of an "expert," who rewrote all his advertising matter, using the best grammar and the most polished phrases. The farmer's business fell off a third. The reason was, of course, that the farmer's own language and grammar were in keeping with his product. The letters sounded rural and homely. But the "expert's" letters sounded as if they came from a mass-production factory. They were simply not convincing.

Let us improve our methods all we can. But when occasion requires, let us be simple and unpretentious.

* * *

Dan Edwards is a Congressional Medal of Honor man, to whom has been given the task of getting

ON APRIL FIRST
YOUNG & RUBICAM

INCORPORATED

will remove its New York
 Office *from* 250 Park Avenue

to the

MURRAY HILL BUILDING
 285 Madison Avenue



THE STAFF of the New York office
 will be greatly enlarged and will be
 under the direction of MR. RUBICAM.

THE PHILADELPHIA OFFICE will con-
 tinue to be in the Atlantic Building,
 260 South Broad Street, and will be
 under the direction of MR. YOUNG.

SECRETARY

ASSISTANT TO ADVERTISING MANAGER

Familiar with advertising detail, from schedules and estimates to final checking lineage and payment of bills. Eight years' business experience. Expert stenographer, correspondence with or without dictation; bookkeeper, office management and all office routine. Now employed. Desires position offering advancement. Starting salary, \$45 to \$50. Best references. Address

L. C. M., Box 822, City Hall
Station, New York City.

Advertising Manager Wanted for Food Products Concern

Large manufacturer of leading food specialty which shows possibilities of being one of the biggest selling food products in United States in few years desires advertising manager—preferably man experienced in food products advertising with fundamental knowledge of merchandising principles in grocery field. No objection to man now assistant to advertising manager of large food products concern. Salary \$3,000 a year to start with opportunity to earn more quickly as ability is demonstrated. Give full details in first letter, sending photo, samples, etc., which will be returned. All correspondence strictly confidential. Address "E." Box 115 Printers' Ink.

Bound Volumes for PRINTERS' INK Publications

WE bind PRINTERS' INK and PRINTERS' INK MONTHLY in black buckram, stamped in gold. The WEEKLY is bound in four volumes and costs \$2.00 a volume, postpaid, or \$8.00 for the year's set. The MONTHLY is bound in two volumes and costs \$3.00 a volume, postpaid, or \$6.00 for the year.

Place your order now
for 1926 bound volumes.

The Printers' Ink Publications
185 Madison Avenue
New York, N. Y.

all veterans in the Eastern territory to convert their war-time insurance into permanent United States Government insurance. This insurance has been available for six years. July 2 will be the final date for reinstating it. Dan Edwards, as quoted by Marquis James in a recent issue of the *American Legion Weekly*, says that even after the Veterans' Bureau had written every veteran two or three letters each, only 500,000 men out of 4,800,000 eligibles had grasped the opportunity to secure insurance at approximately 16 per cent less than commercial companies charge. Veterans in the meantime by the thousands have been buying commercial insurance at the higher rates. "I suppose it is because the Government has not been allowed to advertise," says Mr. Edwards.

Some Congressmen who do not believe advertising helps to cut down the cost of distribution might well consider the figures made public by Mr. Edwards concerning a valuable product, backed by the Government itself, which was allowed to shift for itself because it was "so good it didn't need to be advertised."

* * *

Britton I. Budd, president of the Chicago, North Shore and Milwaukee railroad, finds more time to think of his employees, their morale and their opportunities to get ahead than many executives at the heads of smaller organizations who believe that they carry too heavy a load to give any attention to such matters. He has a way, too, of kindling employees' enthusiasm and converting it into salesmanship for his road.

Within the last few weeks he has organized all employees of the road into a "more and better business" committee. The results, even in that short time, have been amazing, he says. "Our employees have shown us that they could ferret out business that our traffic men apparently were unable to touch," he told the Schoolmaster recently. "We now have two traffic men and four stenographers detailed to handle the job of cor-

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WANTED—AN

Art Director

AN agency noted for emphatically good art work and striking layouts—seeks an art director.

It prefers a man skilled in visualizing — with well-rounded experience, initiative and originality—One thoroughly capable of assuming full charge of the entire affairs of the Art Department.

An interesting opening and an unusually good future await the right man. Box R226

✻ ✻

Apply by letter—citing full experience—and past record. Proofs of work are welcome. They will be returned, but forwarding is at owner's risk.

✻ ✻

I'm Not a Half Pinter After a Quart Job !

NOR a hopper who hops for the sake of hopping. At eight thousand I'll be a darn profitable investment for—

A small agency as copy and contact man handling accounts from idea to okeh.

A manufacturer who believes his advertising too important to be entrusted to some official's favorite relative.

A big printer who wants to lift himself out of price-cut competition with a direct advertising service department that will pay its own way from the start.

Or a trade-paper publisher who is anxious to get more out of his publication and is willing to put more into it via a good editor.

I've had twelve years of successful experience with just such jobs—all big organizations. I'm thirty-four and would like to stay in New York. Available April 1. Address "O," Box 263, Printers' Ink.

If You Play Golf---

You Can Buy This Magazine

It has developed to where it demands more time than publisher with larger interests can spare. Well established in sectional recreational field. Paid circulation in territory offering ample opportunity for expansion. Recognized nationally. Ably edited. Holds big opportunity for someone who can make small investment and take charge. For full particulars write

**X. Y. Z., BOX 265,
Care Printers' Ink**

ADVERTISING MANAGER- SALES EXECUTIVE

Young man, 27, Christian, seeks position with manufacturer or dept. store. Nine years' advertising and sales experience as Copy Writer, Advertising and Sales Promotion Manager. Able correspondent and writer of effective advertising copy. Available at once. Address "G.," Box 116, Printers' Ink.

responsiveness created by the leads turned in by employees. I looked over some of these leads the other day and was surprised at the high standard of quality. The way our campaign is working out is evidence of how all departments of a business can help the sales department."

The North Shore line's push for more and better business is patterned largely on the effort in this same direction that the Public Service Company of Northern Illinois has been making for over a year. Mr. Budd is also president of this company. Between December 1, 1924, and December 31, 1925, employees of the company turned over to the sales department 10,953 prospect cards. As a result of these leads, 5,294 sales were closed, and as might be expected, the campaign is being carried on without any let-up during 1926.

It is the human element, the close personal relationship of the employee with his circle of friends that can start a sale that otherwise would be lost and swing it in the proper direction, Mr. Budd believes. When the employee outside of the sales department gets the right viewpoint and realizes that bigger sales volume means prosperity to the company and indirectly better working conditions and greater field for individual advancement, everyone is benefited. Right then, too, sales start jumping ahead.

"Amazing Stories," a New Magazine

The Experimenter Publishing Company, New York, will shortly publish *Amazing Stories*, a new fiction monthly devoted to semi-technical and scientific stories. C. A. Brockaway and R. W. DeMott, both of the Experimenter company, are advertising manager and business manager, respectively. The type page size of the new periodical will be 10½ inches by 7¼ inches.

C. E. Drake Joins Irwin L. Rosenberg

C. E. Drake, formerly assistant advertising manager of the Coyne Electrical Schools, Chicago, has joined the copy staff of The Irwin L. Rosenberg Company, Chicago advertising agency.

J. J. Hatton Joins Reilly Electrotrope Company

James J. Hatton, formerly with the International Magazine Company, New York, has joined The Reilly Electrotrope Company, Inc., also of New York.

Piggly Wiggly Sales Increase

The Piggly Wiggly Corporation, Memphis, Tenn., chain store operator, reports sales of \$12,670,926 for the month of January. In that month last year sales were \$11,014,887. This is a gain for this year of \$1,656,039.

Mrs. L. N. Kirkwood Estate to Revert to Art Centre

The will of Mrs. Laura Nelson Kirkwood, trustee of the Kansas City *Star* and *Times*, whose death was reported last week, left an estate estimated at \$2,000,000, to Irwin W. Kirkwood, her husband, editor of the *Star* and *Times*. Upon Mr. Kirkwood's death, the proceeds of the estate are to be used in building an art gallery to house the art collection of William R. Nelson, Mrs. Kirkwood's father, founder of the *Star*. Under the terms of Mr. Nelson's will, both the *Star* and the *Times* are to be sold within two years.

Proven—


The most profitable advertising medium in southwest Florida.

The Tampa Tribune is the leader in circulation and advertising lineage in an active market of 750,000 people.

National Representatives

THE S. C. BECKWITH SPECIAL AGENCY

Multigraph Ribbons Re-inked

Our  process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 2 Ribbons to be Re-Inked at our expense

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters Modern Cut-Cost Equipment Also Rebuilt Machinery

Conner Fendler Branch, A. T. F. Co.,
New York City

Printing Salesman, young live wire. Has established business and Kelly Plant. Seeks partner with \$3000. Wonderful location, ample space for expansion, low rental. Would consider practical man or large user of printing. Box 991, P. I.

Advertising Promotion

If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

PUBLICATION PRINTERS

Are you in the market for printers who will deliver your publication on time and at a possible saving? Rotary presses, linotypes, Ludlow, part of equipment of this up-to-date plant. Located 42 miles from New York City. Westporter-Herald, Westport, Conn.

HELP WANTED

SALESMEN—Established and progressive company desires the services of three experienced salesmen with proved capabilities. Must own car. This is a real opportunity for men not afraid of hard work. A real salesman's earnings can easily reach five figures. Your first letter should tell the whole story. Negotiations confidential. Salary and commission basis, together with part car maintenance for those who can qualify. Box 992, P. I.

ARE YOU THIS YOUNG MAN!

He is between twenty-one and twenty-five years of age; he has personality, ambition, and the desire above everything else in the world to become an Advertising Salesman.

He is intelligent, analytical, and is confident of his ability to prepare and present a sales story in an interesting and convincing manner. He meets people easily and fearlessly.

One of the largest magazine publishing houses in the world wants this young man to join their advertising sales force. Analyze yourself thoroughly and if you are not entirely certain you are the young man we are looking for, don't answer this ad. If you are entirely certain, write and tell us why. Box 995, P. I.

Large manufacturing company wishes to employ young man for advertising work, most of whose advertising experience and study has been along the lines of media. State age, nationality, education, experience, references, whether married or single and salary expected. Box 980, Printers' Ink.

ADVERTISING SALESMAN OR SALES AGENCY FOR OUTDOOR SIGN

An exceptional opportunity is offered to a man (or group of men) who can bring in business on one of the best-located sign-sites in the United States. Can work on a free-lance or permanent arrangement, with liberal commissions and renewals over a period of years. Immediate action is essential. Reply in fullest detail. All replies will be held strictly confidential. Box 983, Printers' Ink.

Account Executive Wanted

Middle Western Agency handling large national business wants account executive. Must present evidence of comprehensive and analytical advertising work in previous connections. Experience in electrical appliance field important but not vital. Letters should give age, education, religion and should cover experience in detail. Box 993, PRINTERS' INK.

MISCELLANEOUS

PRINTING SHOP

Modern type and automatic Press Room. Open for color or commercial trade work. Midtown Press, 232 W. 55th St., Columbus 6501.

WANTED

Small job press in good condition, fitted for power use, with or without type and furniture. Write details and lowest price. Box 981, Printers' Ink.

A WOMAN WRITER

Can supply one newspaper, one house organ or magazine, with unusually good copy, of interest to housewives and mothers in general. Copy to consist of: Unusual and practical recipes. Compact articles on food. Good Health articles.

Compact talks to mothers on care, feeding and training of children. Will render personal letter service to readers if desired. Can also compile a large and complete cook book for use as newspaper subscription premium.

My qualifications are:

Mother of five children, nurse, wife of physician.

Have had two courses in dietetics.

A regular contributor to:

Kansas City Star.

Gentlewoman Magazine.

Practical Druggist.

Occasional contributor to:

People's Popular Monthly.

Today's Housewife.

American Motherhood, and others.

Elsie Sutherland Williams, Box 232, Monroe, N. C.

POSITIONS WANTED

Young Woman—1 year copy experience, European travel, one year college, four years' business experience, desires position in Advertising Department or Agency. Box 989, Printers' Ink.

PRODUCTION MAN

26 years of age, seeks position with advertising agency. Excellent typographer. Knows printing, engraving, etc. Box 997, Printers' Ink.

YOUNG WOMAN, varied advertising and publishing office experience, wants position with some outside work—interviewing or market investigations. Salary \$35. Box 998, Printers' Ink.

YOUNG MAN

Seven years' experience in printing office, seeks position in production department of progressive advertising agency, or printing house. Box 1000, P. I.

Successful Advertising Solicitor Available. Six years' experience in Eastern and Central States. Four years with present connection. Leading publications only acceptable. Box 987, P. I., Chicago Office.

Artist, 26, Versatility

Backed by 8 years' practical experience with prominent organizations, New York; also South and West. Box 984, P. I.

Sales and Advertising Manager

Eight years in present position, with widely known, nationally advertised product. Nine years manager of an agency. College education. Broad and varied experience, including mail-order field. Writer of good copy, knows mediums, has executive ability. Previous employers are references. Box 982, Printers' Ink.

Advertising Writer, experienced in planning, writing and producing advertisements, folders, booklets, broadsides, sales manuals, is available as advertising manager or copy writer for manufacturer. Salary, \$4200. Box 996, P. I.

Advertising Manager, or Assistant with department or specialty store. Five years' experience in retail field. Age 26, married, university trained. Salary secondary. References and samples of work on request. Available April 1. Prefer middle or far West connection. Box 994, P. I.

Advertising Agencies!

Young woman copy writer with advertising department and house-organ experience wants to make connection with advertising agency. Sound business training. Good education. Box 985, P. I.

Assistant Sales Manager

Experienced handling salesmen and building loyalty. Especially capable in promotional sales work—sales correspondence supervision and analyzing field conditions. Have covered nationally in field Hardware, Automotive, Grocer, Plumbing trade. Work best under heavy responsibility. Age 34. Box 986, P. I.

For Small Agency or Publisher. The Advertising Promotion Manager of a well-known trade publication is making a change owing to unusual circumstances. He will carry the highest references from present employer. Prior to this connection, he was Advertising Manager for a business paper five years. Has practical working knowledge of advertising and publishing; can write copy, make layouts and handle all production. Box 988, P. I.

Behind my conviction

that I can help you with the copy—easy or technical—for your projected booklet or monograph lie twenty years of editorial and research work. Some pretty big accomplishments, too.

My service includes not only the writing, but the designing, illustration and manufacture of distinctive business literature—at surprisingly moderate prices.

ALLEN LEON CHURCHILL

105 West 40th Street, New York

Available—**Proven Advertising Salesman**

I have successfully represented in the metropolitan district for seven years an old established business paper.

I am an engineering graduate and have worked from bottom up in publishing business to present position.

I have agency contact, and good-will of advertisers.

I shall be available about April 15, for new connection. Address Box 999, Printers' Ink.

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“Wm. Penn—5c a Good Cigar”

has attracted attention as one of the most successful newspaper and outdoor campaigns during the past three years.

The Wm. H. Rankin Co. has handled this campaign from its beginning.

WM. H. RANKIN
COMPANY *Advertising*

Established 1899

Main Offices: 342 Madison Ave., New York
Tribune Tower, Chicago

AKRON

PHILADELPHIA

SAN FRANCISCO

TORONTO

Publishers of Women's Magazines Use Tribune Advertising in Chicago

DO the women of Chicago read The Tribune more than they read any other Chicago newspaper? Most assuredly. There are many proofs that they do, but few are so willingly recognized as the fact that The Tribune leads in the advertising placed by the publishers of women's magazines. These publishers, who are constantly seeking to enlarge their circulations, placed the following number of lines in each of the Chicago papers last year:—

The Chicago Tribune	116,270	65.1% of total
The Daily News	42,504	23.8% of total
Chicago American	12,218	6.8% of total
All other Chicago papers		4.3% of total

Some of the women's magazines most heavily advertised in The Tribune are: The Woman's Home Companion, 32,430 lines; McCall's, 21,960 lines; Pictorial Review, 15,449 lines; Ladies' Home Journal, 7,320 lines; Good Housekeeping, 3,458 lines.

Manufacturers who sell to women in the Chicago Territory can take a tip from these publishers—The way to reach Chicago women is to advertise in

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

1926

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